

Shawn Pfaff, Mayor  
Introduced by

Planning/Zoning  
Prepared by

Plan Commission  
CEDA  
Board of Public Works  
Transportation & Transit Commission  
Referred To

November 4, 2011  
Date

## RESOLUTION R-92-11

### A RESOLUTION APPROVING AMENDMENT 9 TO ORCHARD POINTE COMPREHENSIVE DEVELOPMENT PLAN

WHEREAS, Bill Dunlop of SRF Consulting Inc., Agent for Johnson Bank, has submitted a request to the City to amend the Comprehensive Development Plan (CDP) for Orchard Pointe; and

WHEREAS, the Board of Public Works has reviewed the request on November 7, 2011 and did not feel this issue was an item on which they should make a recommendation, but did vote to support a statement which indicated that if committees/commissions concur with the amendment, it should be with the conditions noted in the staff memo; and

WHEREAS, the Community Economic Development Authority has reviewed the request on November 8, 2011 and voted 2 aye and 5 no on a motion to recommend approval of the CDP amendment (motion failed); and

WHEREAS, the Transportation and Transit Commission has reviewed the request on November 9, 2011 and voted 6 aye 0 no on a motion to recommend against approving CDP amendment #9 (unanimous vote); and

WHEREAS, the Plan Commission has reviewed the request on November 15, 2011; and

NOW, THEREFORE, BE IT HEREBY RESOLVED, by the Common Council of the City of Fitchburg, Dane County, Wisconsin herewith approves amendment 9 to the Comprehensive Development Plan for Orchard Pointe subject to the following conditions:

1. No other permit or approval is waived or deemed satisfied except for the approval herein provided.

2. The plat note #5 be rewritten to say "In accord with the approved comprehensive development plan approved by R-31-06, total trip generation (PM peak or daily total, whichever is more restrictive) for each respective land owner area shall not exceed the level used in the Strand and Associate Analysis and letter of 3/06/06. Trip exchange may occur between ownership areas. Alternatively, if the land owner wishes to deviate from this plat restriction, a request shall be filed with the City Engineer.

3. The applicant shall enter into an agreement with the City for installation of public improvements. These public improvements shall include the traffic signal at Fitchrona Road and the Middle Access point. The city will design and install the signal and acquire the necessary easements for the traffic signal. Applicant shall be responsible for all costs related to the signal. A Highway Easement will need to be acquired to allow those improvements to be installed.

4. The applicant shall agree to a special charge for all operational costs of the signal. This charge would be placed on the yearly tax bill.

5. The applicant shall provide proof of maintenance of the private access drive along their north boundary and their rights to utilize the easement for their project.

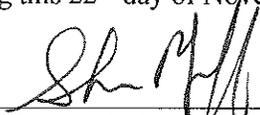
6. The applicant shall also provide written agreement of the adjoining lot 3 for the improvements needed to the private access drive and construct the improvements on the private drive prior to an occupancy permit being issued for Lot 5.

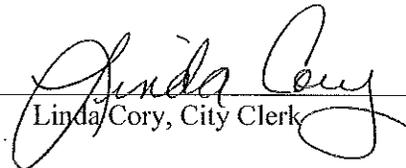
7. The applicant shall agree to pay for its pro rata share for the annual charges related to the maintenance of the medians on Fitchrona Road.

8. Applicant shall, before making application for architectural and design review, submit a signed (but unrecorded copy) of the open space credits required to be borrowed for the lot 5 Orchard Pointe. The site is required to provide a 35% open space, although of that amount a minimum of 20% is required on-site. The credits shall be obtained for the difference between the amount onsite and the 35% required. (Based on the site plan submitted with the CDP, the applicant represents 20.3% open space on-site, leaving 14.97%, or 52,052.9 sq. ft. to meet by borrowing open space from either Outlot 3 or Outlot 4 of the Orchard Pointe).

Adopted by the Common Council of the City of Fitchburg this 22<sup>nd</sup> day of November, 2012.

Approved: December 7, 2011

  
\_\_\_\_\_  
Shawn Pfaff, Mayor

  
\_\_\_\_\_  
Linda Cory, City Clerk



City of Fitchburg  
 Planning/zoning Department  
 5520 Lacy Road  
 Fitchburg, Wi 53711 (608-270-4200)

## LAND DIVISION APPLICATION

The undersigned owner, or owner's authorized agent, of property herein described hereby submits ten (10) copies of the attached maps (plus one (1) copy no larger than 11" x 17") for approval under the rules and requirements of the Fitchburg Land Division Ordinance. Also required to submit is your application and all supplemental files as one (1) electronic pdf copy to [planning@city.fitchburg.wi.us](mailto:planning@city.fitchburg.wi.us)

- 1. Type of Action Requested:**
- Certified Survey Map Approval
- Preliminary Plat Approval
- Final Plat Approval
- Replat
- Comprehensive Development Plan Approval

**2. Proposed Land Use (Check all that Apply):**

- Single Family Residential
- Two-Family Residential
- Multi-Family Residential
- Commercial/Industrial

**3. No. of Parcels Proposed:** 1 - Lot 5 Orchard Pointe 0609-072-0015-2

**4. No. Of Buildable Lots Proposed:** 1

**5. Zoning District:** B-H (Business Highway)

**6. Current Owner of Property:** Johnson Bank

**Address:** 525 Junction Road, Madison, WI 53717

**Phone No:** 608-827-2600

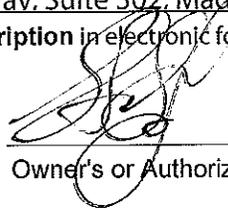
**7. Contact Person:** Bill Dunlop, PE; SRF Consulting Group, Inc.

**Email:** wdunlop@srfconsulting.com

**Address:** 901 Deming Way, Suite 302, Madison, WI 53717

**Phone No:** 608-829-0010

**8. Submission of legal description** in electronic format (MS Word or plain text) by email to: [planning@city.fitchburg.wi.us](mailto:planning@city.fitchburg.wi.us)

Respectfully Submitted By: 

Owner's or Authorized Agent's Signature

William H. Dunlop, P.E.

Print Owner's or Authorized Agent's Name

PLEASE NOTE - Applicants shall be responsible for legal or outside consultant costs incurred by the City. Submissions shall be made at least four (4) weeks prior to desired plan commission meeting.

For City Use Only: Date Received: 9/20/2011

Ordinance Section No. \_\_\_\_\_

Fee Paid: \_\_\_\_\_

Permit Request No. \_\_\_\_\_

September 20, 2011

SRF No. 0117555 0190

Mr. Thomas Hovel  
Zoning Administrator/City Planner  
CITY OF FITCHBURG  
City Hall  
5520 Lacy Road  
Fitchburg, WI 53711

SUBJECT: AMENDMENT #9, ORCHARD POINTE COMPREHENSIVE DEVELOPMENT PLAN

Dear Mr. Hovel:

On behalf of our Client, Hy-Vee, Inc., we are submitting a request to amend the Orchard Pointe Comprehensive Development Plan, which would allow for the construction of an 85,425 square foot Hy-Vee grocery store with the associated improvements on Lot 5 of the Orchard Pointe Subdivision.

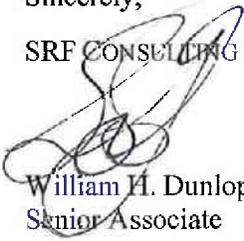
In conjunction with the construction of the store, Hy-Vee is proposing to make improvements to mitigate the vehicle trips being generated by the site. These improvements are to add a westbound dedicated right turn lane on the access road north of the Hy-Vee site and to install a traffic signal at the intersection of the access drives of Target/Hy-Vee and Fitchrona Road when necessary warrants are met.

This project will provide the residents of the City and adjoining cities with the ability to meet most of their recurring shopping needs within a consolidated retail/grocery area, thereby decreasing the travel times and distances saving energy and time for those residents.

Please call or email ([wdunlop@srfconsulting.com](mailto:wdunlop@srfconsulting.com)) me with any questions.

Sincerely,

SRF CONSULTING GROUP, INC.



William H. Dunlop, PE (WI IL MN VA)  
Senior Associate

WHD/bls

Enclosures: Amendment #9, Orchard Pointe Subdivision

cc: Peter Hosch, Hy-Vee, Inc.  
John Brehm, Hy-Vee, Inc.

*H:\Projects\7555 (Hy-Vee Madison 3)\Correspondence\Letters\20110920\_Fitchburg\_Plan\_Amendment\_9.docx*

# ORCHARD POINTE

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*COMPREHENSIVE DEVELOPMENT PLAN  
Amendment #9*

Prepared for:

Hy-Vee, Inc.  
5820 Westown Parkway  
West Des Moines, IA 50266-8223

Prepared by:

SRF Consulting Group, Inc.  
901 Deming Way, Suite 302  
Madison, WI 53717-1979

**Project: Hy-Vee Fitchburg #1**  
September 20, 2011

# Table of Contents

	Page No.
Executive Summary.....	1
General Description, History and Proposed Amendment .....	2
Sequence of Approvals .....	3
Impacts of Proposed Amendment .....	3

Attachments:

- A. Preliminary Site Plan
- B. Traffic Impact Analysis, Proposed Hy-Vee Fitchburg #1 Store, Fitchburg, Wisconsin
- C. Table of PM Peak Traffic Projects with Amendment #9 Impacts

## Executive Summary

Hy-Vee, Inc. (Hy-Vee) is proposing an amendment to the Orchard Pointe Comprehensive Development Plan (CDP) to allow for the construction of an 85,425 square foot, full service grocery store on Lot 5 of Orchard Pointe (Attachment A). Lot 5 was originally planned for a mixture of retail uses totaling 85,500 square feet in gross square footage. The proposed use is allowed as a conditional use on Lot 5 in accordance with the City Zoning Ordinance under current Business Highway zoning. Hy-Vee has examined the site and determined that it will support an economically viable grocery store that will serve the City and surrounding communities. This will result in additional employment opportunities for the City and increase the site's taxable value, allowing the City to garner additional revenue not only to serve this site but the rest of the City.

Stormwater management and open space preservation have examined the requirements of the CDP can be met on the site. The total open space percentage is 21%, within the required 20%. Stormwater will be managed in accordance with City ordinances and the CDP.

Traffic and trip generation will require the amendment to the plan. SRF has conducted a detailed Traffic Impact Analysis (TIA) (Attachment B). The Hy-Vee store will generate more trips than were originally planned in the CDP. As part of the TIA, SRF examined improvements that would mitigate the additional trips generated. Based upon the findings of the TIA, as part of the improvements to Lot 5, Hy-Vee proposes:

1. To construct a dedicated westbound right turn lane on the access road north of Lot 5.
2. When traffic warrants have been met or at the direction of the City, construct a traffic signal at the intersection of Fitchrona Road and the Target/Hy-Vee entrances.

With these improvements, the levels of service at the intersections within the development and the intersection with CTH PD will continue provide acceptable levels of service in the peak hours with the addition of the Hy-Vee store and upon ultimate build-out of the development.

Concerns were expressed by City staff about the potential impact of the additional trips on intersection of CTH PD and USH 18/151. After an initial review of problematic movements at that intersection, we determined that those movements will not be noticeably impacted by the Hy-Vee store. Additionally the Wisconsin Department of Transportation has recently selected a consultant to redesign the intersection of CTH PD and USH 18/151 and the scope of those services includes an update of the model that will be used for the final design, providing the City to adjust its traffic numbers for all legs of that intersection to reflect changes over the past 10 years. The additional Hy-Vee trips would be accounted for in that analysis.

With the recommended improvements, Hy-Vee is requesting that this amendment to the CDP for Orchard Pointe be approved. The store will provide a service to the residents of the City, increase opportunities for businesses within the Orchard Pointe development to attract customers, increase the number employment opportunities within the City, and increase the tax base of the City.

## General Description, History and Proposed Amendment

Site Description: Lot 5 of Orchard Pointe, 8.12 acres  
Current Zoning: B-H Highway Business  
Proposed Zoning: B-H Highway Business  
Proposed Use: Grocery Store (541 – Allowable Conditional Use)

Orchard Point CDP was adopted by the City of Fitchburg in April 2006 and developed the general concept for the commercial development of the 120 acres. Orchard Point is located south and west of the intersection of CTH PD and USH 18/151. Access to the development is from CTH PD, Fitchrona Road and Nesbitt Road.

Over the past five years, the CDP has been amended seven times with an eighth request for amendment currently being processed. These amendments were required to incorporate final building designs, changes to property configuration, changes to land use or zoning, and other revisions that were not anticipated in the original plan. Hy-Vee is requesting an amendment to the CDP to incorporate their specific use, a full service grocery store, which was not anticipated at the time the plan was developed and approved.

The following is a summary of the changes to date:

- Orchard Pointe CDP Adopted April 2006
- Rezoning of Orchard Pointe Approved July 2006
- Super Target Site Plan and Land Division Approved September 2006
- Amendment 1 – Various revisions that realigned Hardrock Road and rezoned parcels east of Fitchrona Road January 2007
- Amendment 2 – Revised uses and open space for Phase 1 of The Shops at Orchard Pointe January 2008
- Amendment 3 - Revised uses and open space for Phase 2 of The Shops at Orchard Pointe July 2008
- Amendment 4 – Revised gross square footage permitted on Lot 1 September 2008
- Amendment 5 – Revised Lot 3 development for The Shops at Orchard Pointe and land use on Lot 8 December 2008
- Amendment 6 – Revised uses and development on Lots 3, 4, 6 and 8 October 2009
- Amendment 7 – Revised zoning and allowed conditional uses on Lot 6 and site plan revisions for Lots 3, 4 and 6 March 2011
- Amendment 8 – Proposed amendment to change restaurant to bank with drive thru and specialty retail on Lot 1 Proposed
- Amendment 9 – Proposed amendment to change use on Lot 5 and Outlot 7 from Medium Format Retail to Grocery Store Proposed

The original Orchard Pointe CDP anticipated a mixture of uses on Lot 5, across from the Super Target store, that included primarily medium format and specialty retail stores. For the initial site planning including traffic analysis, 85,500 square feet of medium format retail, specialty retail and second floor office space was projected. In the past five years, interest in developing these uses on Lot 5 has not materialized. Hy-Vee in the course of their investigations for an additional site to locate a store in the greater Madison area determined that this site was the most advantageous. Lot 5 would be developed into a full service grocery store with associated parking and improvements. Additionally, the north access drive immediately north of the Hy-Vee store would be improved by adding a dedicated right turn lane within the easement and a signal added to the intersection of Fitchrona Road and the Target/Hy-Vee entrances. A preliminary site plan is shown in Attachment A.

## Sequence of Approvals

- CDP Amendment Approval October 2011
- Conditional Use Permit, Architectural Review and Site Plan Approval November 2011

## Impacts of Proposed Amendment

- Land Use – The proposed use is a change from the approved CDP. The proposed use is an allowable use under the zoning ordinance as a conditional use. The approved uses in the approved CDP are also conditional uses in the zoning ordinance. Therefore, there would be little change in land use other than the type or store on the site and it would be consistent with the current zoning and the land use (medium format and specialty retail) originally planned. The proposed use would provide more employment opportunities than the approved uses, providing greater opportunities within the City.
- Open Space Preservation – Orchard Pointe requires that individual sites maintain at least 20% open space in order to meet the over 35% goal of the development. The proposed site plan provides 21% open space.
- Stormwater Management – This amendment does not propose any changes to the approved stormwater management plan. The majority of the site drains to existing stormwater detention and infiltration basins. The site plan will be developed in accordance with the City's ordinances.
- Traffic Generation and Circulation – As part of the development of this request for amendment Hy-Vee had a traffic impact analysis performed by SRF to determine the impact of the change in use from the approved medium format and specialty to a full service grocery store. The detailed TIA is attached as Attachment B and the table comparing Amendment 9 with all other amendments to date with the original traffic projections is attached as Attachment C.

The results of the TIA show that the change from the projected uses in the CDP for Lot 5 to the Hy-Vee store will have an impact. The number of trips generated is more than the approved uses projected. Therefore, as part of the TIA, SRF investigated recommended improvements that would mitigate the additional trips being generated. Particular attention was paid to the

intersection of Fitchrona Road and CTH PD. The overall level of service (LOS) for this intersection would be 'C' with the proposed Hy-Vee and all other future development considered, an acceptable LOS. The intersection of CTH PD and Hardrock Road will remain at an overall level of service 'A'.

SRF also analyzed the intersections within the development in coordination with City staff, including the Target and Hy-Vee access drives. Based upon that analysis, SRF recommended that two (2) improvements be made within the development:

1. Add a dedicated westbound right turn lane on the east leg access drive north of Hy-Vee at the intersection with Fitchrona Road.
2. Add a traffic signal when warrants are met at the intersection of the Target/Hy-Vee entrances and Fitchrona Road.

With these two improvements, the overall LOS for intersection of the Target/Hy-Vee entrances drives and Fitchrona Road would be 'B' and the north access drive and Fitchrona Road would be 'A'. The analysis that generated these LOS's includes all future development and the Hy-Vee. The other intersections within the development would operate at an overall LOS of 'A' with full development and Hy-Vee.

The analysis supports approval of the Hy-Vee site development with the proposed improvements. Based on coordination with staff, the turn lane on the access drive would be constructed with the site development. The traffic signal would be constructed when traffic warrants have been met or at the direction of the City, which requires actual counts with the new use in place.

Based upon the results of the TIA, the increased trip generation from the Hy-Vee store when mitigated with the proposed improvements, will provide adequate LOS's at the intersections with CTH PD and within the development. With the other positive impacts of the project combined with the minimal impact on internal development traffic and CTH PD, approval of the development would be in the City's best interest.



ADD DEDICATED  
RIGHT TURN LANE

FUTURE SIGNALIZED  
INTERSECTION

**HuyVee**

FITCHBURG #1  
85,425 SF  
422 STALLS (4.94/1000 SF)  
FF ELEV - 1050

GREENSPACE TOTAL	GREEN SPACE %
LOTS - 353,912	75,653 - 21%
OUTLOT - 10,918	10,918 - 100%
TOTAL - 364,830	86,571 - 24%



SITE ADDRESS:  
ORCHARD POINTE DEVELOPMENT  
2920 FITCHRONA ROAD  
MADISON, WI 53711  
TAX PARCEL IDS:  
225/0609-072-0015-2

FITCHBURG #1  
85,425 SF  
422 STALLS  
FF ELEV - 1050



## MEMORANDUM

TO: John Brehm  
Hy-Vee, Incorporated

Peter Hosch  
Hy-Vee, Incorporated

FROM: William Dunlop, PE  
Lee Gibbs, PE, PTOE

DATE: September 15, 2011

SUBJECT: TRAFFIC IMPACT ANALYSIS  
PROPOSED FITCHBURG HY-VEE #1 STORE  
FITCHBURG, WISCONSIN

The following memorandum summarizes the results of a traffic impact analysis for a proposed Hy-Vee retail store to be located in Fitchburg, Wisconsin. The proposed store will be part of the Orchard Pointe development, located on the south side of Dane County Highway 'PD' (County PD) at Fitchrona Road. Figure 1 illustrates the location of the proposed Hy-Vee store. The site, approximately eight acres in size and currently vacant, is proposed to be developed with an 85,425 square-foot Hy-Vee retail store. Access to the proposed store will be provided along Fitchrona Road, Limestone Lane, and an access road along the site's northern boundary.

The purpose of this memorandum is to determine the amount of site traffic generated by the proposed Hy-Vee retail store and determine site traffic impacts on the adjacent roadway network.

## BACKGROUND

### *Existing Roadway Characteristics*

*County PD* (also known as McKee Road) is a four-lane principal arterial that serves as a primary east-west route for motorists in the southwestern Madison, Fitchburg, and Verona areas. At its signalized intersection with Fitchrona Road, exclusive left-turn and right-turn lanes are provided on the eastbound approach while dual left-turn lanes are provided on the westbound approach. At its unsignalized intersection with Hardrock Road, an exclusive left-turn and right-turn lanes are provided. Parking is prohibited along County PD and the roadway has a posted speed limit of 40 miles per hour.



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*Fitchrona Road* is a four-lane collector road that serves as a primary north-south route between the western parts of Fitchburg and County PD. Fitchrona Road also serves as the primary roadway within the Orchard Pointe development. Fitchrona Road terminates at County PD, which is the south leg of this intersection. The north leg is a private access drive for trucks to access the Wingra Redi-Mix quarry and plants. At this signalized intersection with County PD, Fitchrona Road provides dual left-turn lanes and an exclusive right-turn lane. Fitchrona Road prohibits parking on both sides of the roadway and has a posted speed limit of 35 miles per hour.

*Limestone Lane* is a two-lane local road that runs from Fitchrona Road to its terminus at Nesbitt Road. At its unsignalized intersections with Fitchrona Road and Nesbitt Road, exclusive turning lanes are not provided and all movements from Limestone Lane operate under stop-sign control. Limestone Lane has no posted speed limit.

*Hardrock Road* is a two-lane local road that runs from Limestone Lane to its terminus at County PD. At its unsignalized intersection with County PD, only right-turns from Hardrock Road are permitted and these movements are under stop-sign control. Hardrock Road has no posted speed limit.

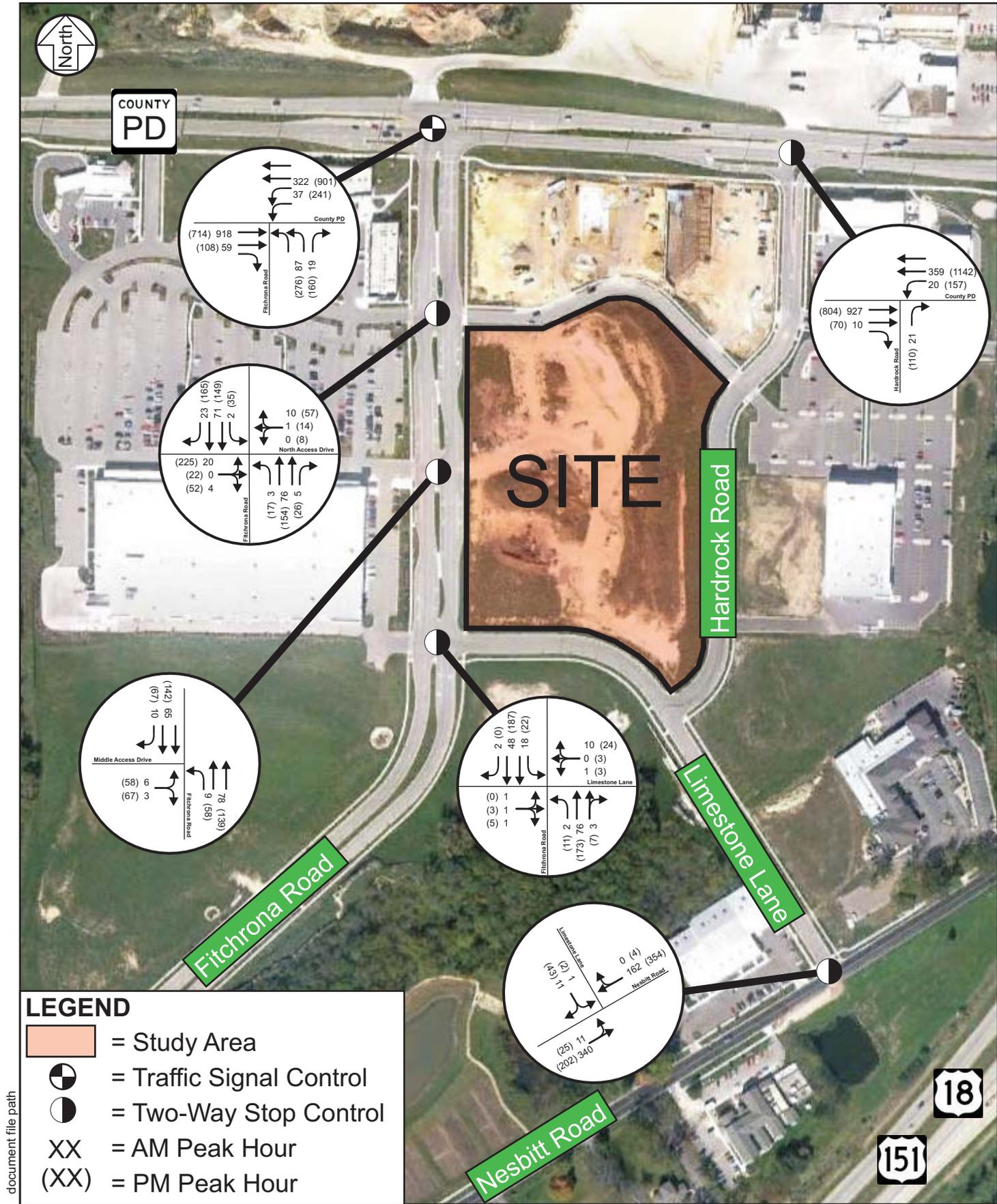
*Nesbitt Road* is a southwest-to-northeast, two-lane collector road that serves as a frontage road to the US 18 / 151 freeway. At its unsignalized intersection with Limestone Lane, no exclusive turning lanes are provided. Nesbitt Road has a posted speed limit of 35 miles per hour.

#### *Intersection Turning Movement Count Data Collection*

Intersection turning movement counts were conducted during the typical weekday morning (7:00 to 9:00 AM) and evening (4:00 to 6:00 PM) peak periods of traffic. Data obtained from these counts included passenger vehicles, trucks, and pedestrians. The turning movement count data can be found in the Appendix. The location of each intersection turning movement count was agreed upon by the City of Fitchburg and SRF and the date the counts were conducted was as follows:

<u>Location</u>	<u>Date</u>
Fitchrona Road and Limestone Lane	Wednesday, August 3, 2011
Nesbitt Road and Limestone Lane	Thursday, August 4, 2011
Fitchrona Road and North Access Drives	Tuesday, August 9, 2011
County PD and Fitchrona Road	Wednesday, August 10, 2011
County PD and Hardrock Road	Thursday, August 11, 2011
Fitchrona Road and Middle Access Drives	Tuesday, August 30, 2011

The results of the intersection turning movement counts indicate that the weekday morning peak hour of traffic occurs from 7:15 to 8:15 AM while the weekday evening peak hour of traffic occurs from 5:00 to 6:00 PM. Figure 2 illustrates the weekday morning and evening peak hour intersection turning movement volumes.



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**SITE TRIP GENERATION AND ASSIGNMENT**

The proposed site will consist of an 85,425 square-foot Hy-Vee retail store with ingress/egress onto Fitchrona Road, Limestone Lane, and an access drive that runs north of the site. The projected daily and peak-hour trips that will be generated by the proposed Hy-Vee store was estimated based on trip rates published in the Institute of Transportation Engineers (ITE) *Trip Generation Manual, 8<sup>th</sup> Edition* for the land use “Supermarket” (Land Use Code 850). Trip characteristics of land uses such as supermarkets typically create pass-by trips to and from the site. Pass-by trips are existing trips on the surrounding roadway network that use a site and then continue their journey in the same direction of travel. Pass-by trips are not considered new trips for a site since they originate from existing traffic volumes. Based on the Wisconsin Department of Transportation (WisDOT) *Traffic Impact Analysis Guidelines*, a 25 percent reduction in new trips to the Hy-Vee site was applied to account for pass-by conditions. Table 1 illustrates the projected trips that will be generated by the proposed Hy-Vee retail store.

**Table 1  
 Projected Trip Generation of Proposed Hy-Vee Retail Store**

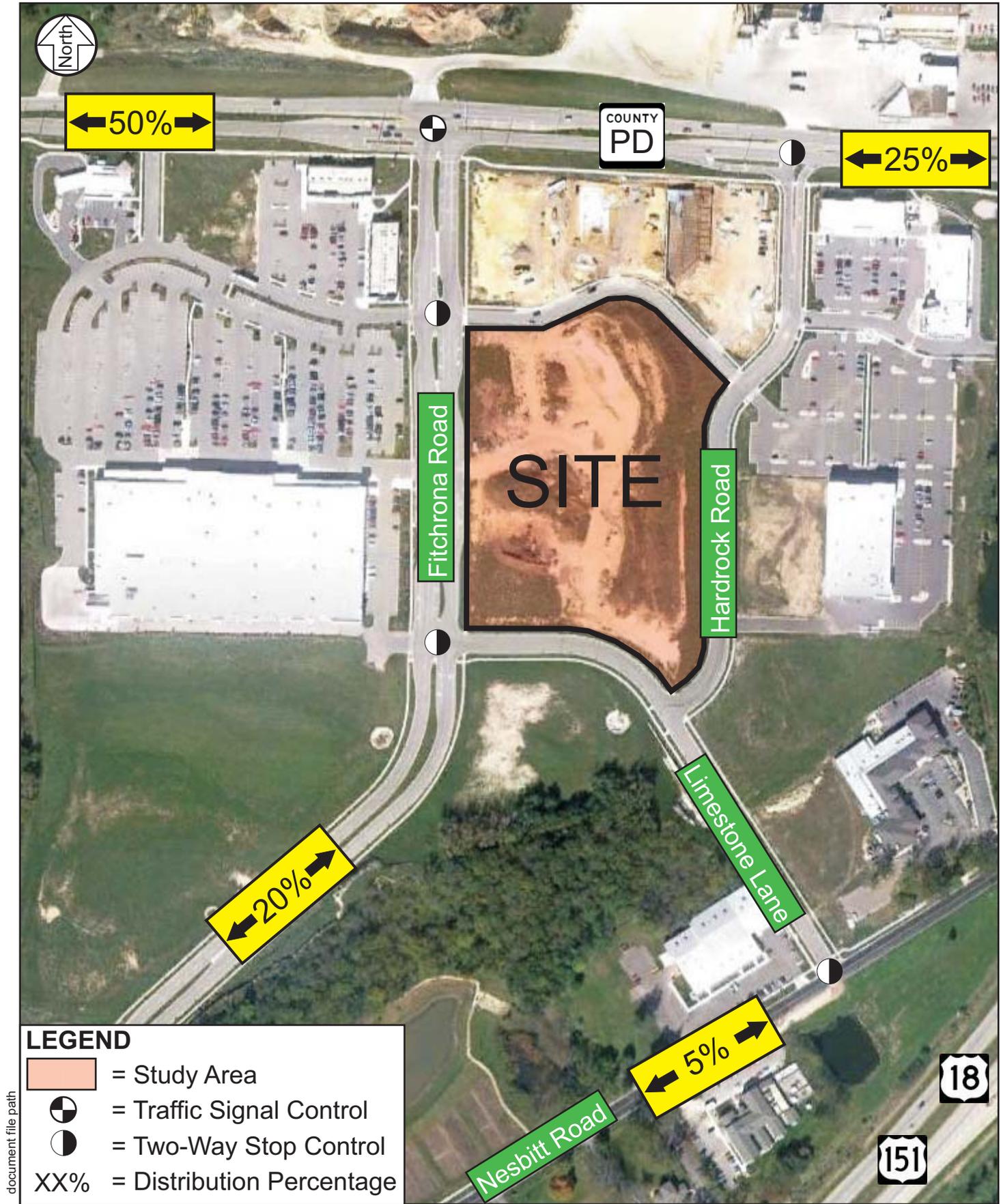
Land Use	Weekday Morning Peak Hour		Weekday Evening Peak Hour		Two-Way Daily Traffic
	Inbound	Outbound	Inbound	Outbound	
85,425 sf Hy-Vee Store <sup>1</sup>	185	120	455	440	8,735
MINUS Pass-by Trips <sup>2</sup>	<u>45</u>	<u>30</u>	<u>115</u>	<u>110</u>	<u>2,185</u> <sup>3</sup>
New Network Trips to Site	140	90	340	330	6,550 <sup>3</sup>

<sup>1</sup> Trip rates from ITE *Trip Generation Manual, 8<sup>th</sup> Edition* for Supermarket land use (Land Use Code 850)  
<sup>2</sup> Pass-by trips derived from WisDOT *Traffic Impact Analysis Guidelines*  
<sup>3</sup> 25 percent pass-by trip assumption was assumed for two-way daily traffic volumes

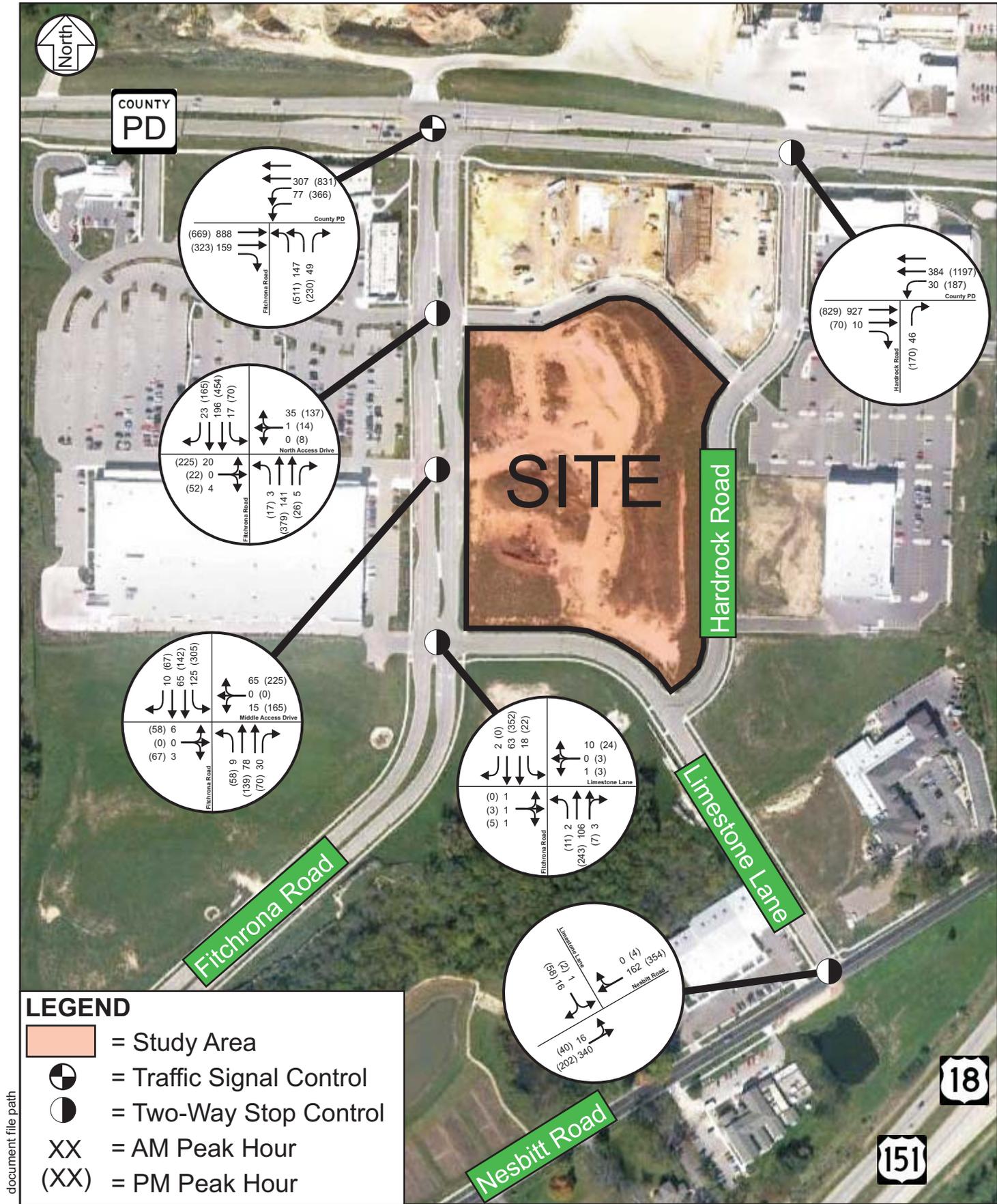
New site traffic to and from the proposed Hy-Vee store was assigned to the adjacent roadway network based on factors such as existing traffic volumes, surrounding land uses, and roadway characteristics. Figure 3 illustrates the projected trip distribution patterns to and from the proposed Hy-Vee store, which are listed below:

- To and from the west on County PD: 50%
- To and from the east on County PD: 25%
- To and from the south on Fitchrona Road: 20%
- To and from the south on Nesbitt Road: 5%

Figure 4 illustrates the weekday morning and evening peak hour intersection turning movement counts for existing traffic with the addition of the proposed Hy-Vee site traffic.



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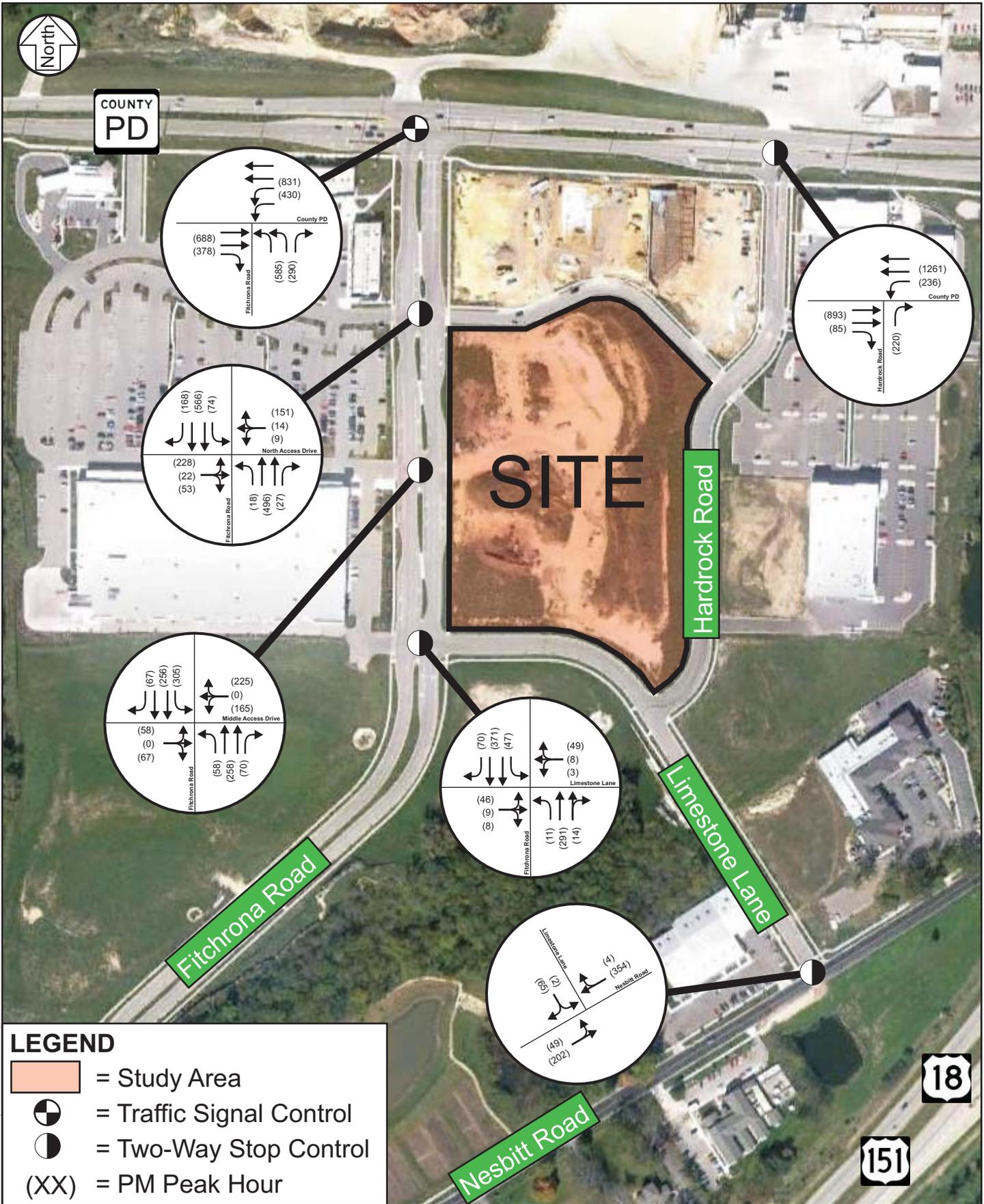
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## ORCHARD POINTE DEVELOPMENT TRAFFIC ASSIGNMENT

The proposed Hy-Vee site is located within the Orchard Pointe commercial development. This development, established in 2006, primarily consists of retail and service land uses. At the time of this study, five parcels within Orchard Pointe, excluding the proposed Hy-Vee site, were vacant. Site traffic to and from these vacant parcels was generated and assigned to the adjacent roadway network to evaluate traffic operations upon full buildout of the Orchard Pointe development. The land use, intensity, and trip generation of these vacant parcels were derived from the *Orchard Pointe Comprehensive Development Plan, Eighth Amendment*, dated July 2011. Table 2 summarizes the trip characteristics of the remaining vacant parcels. It should be noted that trip generation of these parcels was provided for only the weekday evening peak hour. The trip assignment of these parcels was based on a Year 2005 traffic study for the conceptual Orchard Pointe development. Figure 5 illustrates the weekday morning and evening peak hour intersection turning movement counts for existing traffic, proposed Hy-Vee site traffic, and Orchard Pointe development traffic.

**Table 2**  
**Projected Trip Generation of Vacant Lots in Orchard Pointe Development**

Land Use	Weekday Evening Peak Hour	
	Inbound	Outbound
80,000 sf Home Improvement Store	92	104
16,000 sf General Office	4	20
5,200 sf Quality Restaurant	26	13
26-unit Residential Apartments	10	6
6,500 sf High-Turnover Restaurant	43	28
25,200 sf Specialty Retail Center	<u>31</u>	<u>38</u>
<b>Total Trips</b>	<b>206</b>	<b>209</b>
Land uses derived from <i>Orchard Pointe Comprehensive Development Plan, 8<sup>th</sup> Amendment</i> (July 2011) Trip rates from ITE <i>Trip Generation Manual, 7<sup>th</sup> Edition</i> , per Orchard Pointe Comprehensive Development Plan (2006)		



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## TRAFFIC OPERATIONS ANALYSIS

Traffic operations analyses were conducted for the weekday morning and evening peak hours at the key intersections to determine the impacts that the proposed Hy-Vee store would have on the adjacent roadway network. Table 3 illustrates the analysis results for existing (Year 2011) conditions. Table 4 illustrates the analysis results for existing conditions with the addition of Hy-Vee site traffic. Table 5 illustrates the analysis results for existing conditions with the addition of site traffic from Hy-Vee and undeveloped parcels within the Orchard Pointe development. The traffic operations analyses was completed using the software package SimTraffic, which models operational, vehicle, and driver characteristics to generate intersection capacity analysis. This analysis tool was used to identify a Level of Service (LOS) which indicates how well an intersection operates. Intersections are given a ranking from LOS A through LOS F. LOS A indicates the most favorable traffic operation and LOS F indicates an intersection that is operating over capacity. LOS A through C is generally acceptable by drivers. Detailed SimTraffic reports for each scenario can be found in the Appendix.

The traffic operations at an unsignalized intersection with side-street stop control can be described in two ways. First, consideration is given to the overall intersection level of service. This takes into account the total intersection entering volume and the capability of the intersection to support these volumes. Second, it is important to consider the level of service on the side-street approach. The mainline does not require stopping at an intersection that has side-street stop control so the majority of intersection delay is often attributed to the side-street approaches.

**Table 3**  
**Level of Service Results, Existing Conditions**

Intersection	Level of Service Results	
	Weekday Morning Peak Hour	Weekday Evening Peak Hour
County PD and Fitchrona Road <sup>1</sup>	A (8 sec)	B (14 sec)
County PD and Hardrock Road <sup>2</sup>	A / B (12 sec)	A / B (14 sec)
Fitchrona Road and Limestone Lane <sup>2</sup>	A / A (6 sec)	A / A (9 sec)
Fitchrona Road and Middle Access Drives <sup>2</sup>	A / A (5 sec)	A / A (7 sec)
Fitchrona Road and North Access Drives <sup>2</sup>	A / A (8 sec)	A / B (12 sec)
Nesbitt Road and Limestone Lane <sup>2</sup>	A / A (6 sec)	A / A (10 sec)
1 Signalized Intersection 2 Unsignalized Intersection Overall LOS is followed by the worst approach LOS for unsignalized intersections Delay – shown in parentheses for overall intersection (signalized intersection) and for side-street approach with highest delay (unsignalized intersection)		

**Table 4**  
**Level of Service Results, Existing Conditions + Site Traffic**

Intersection	Level of Service Results	
	Weekday Morning Peak Hour	Weekday Evening Peak Hour
County PD and Fitchrona Road <sup>1</sup>	B (11 sec)	C (21 sec)
County PD and Hardrock Road <sup>2</sup>	A / B (12 sec)	A / C (16 sec)
Fitchrona Road and Limestone Lane <sup>2</sup>	A / A (5 sec)	A / B (12 sec)
Fitchrona Road and Middle Access Drives <sup>2</sup>	A / A (7 sec)	B / E <b>(46 sec)</b>
Fitchrona Road and North Access Drives <sup>2</sup>	A / A (8 sec)	B / F <b>(54 sec)</b>
Nesbitt Road and Limestone Lane <sup>2</sup>	A / A (4 sec)	A / B (11 sec)
1 Signalized Intersection 2 Unsignalized Intersection Overall LOS is followed by the worst approach LOS for unsignalized intersections Delay – shown in parentheses for overall intersection (signalized intersection) and for side-street approach with highest delay (unsignalized intersection)		

**Table 5**  
**Level of Service Results, Existing + Site + Development Traffic**

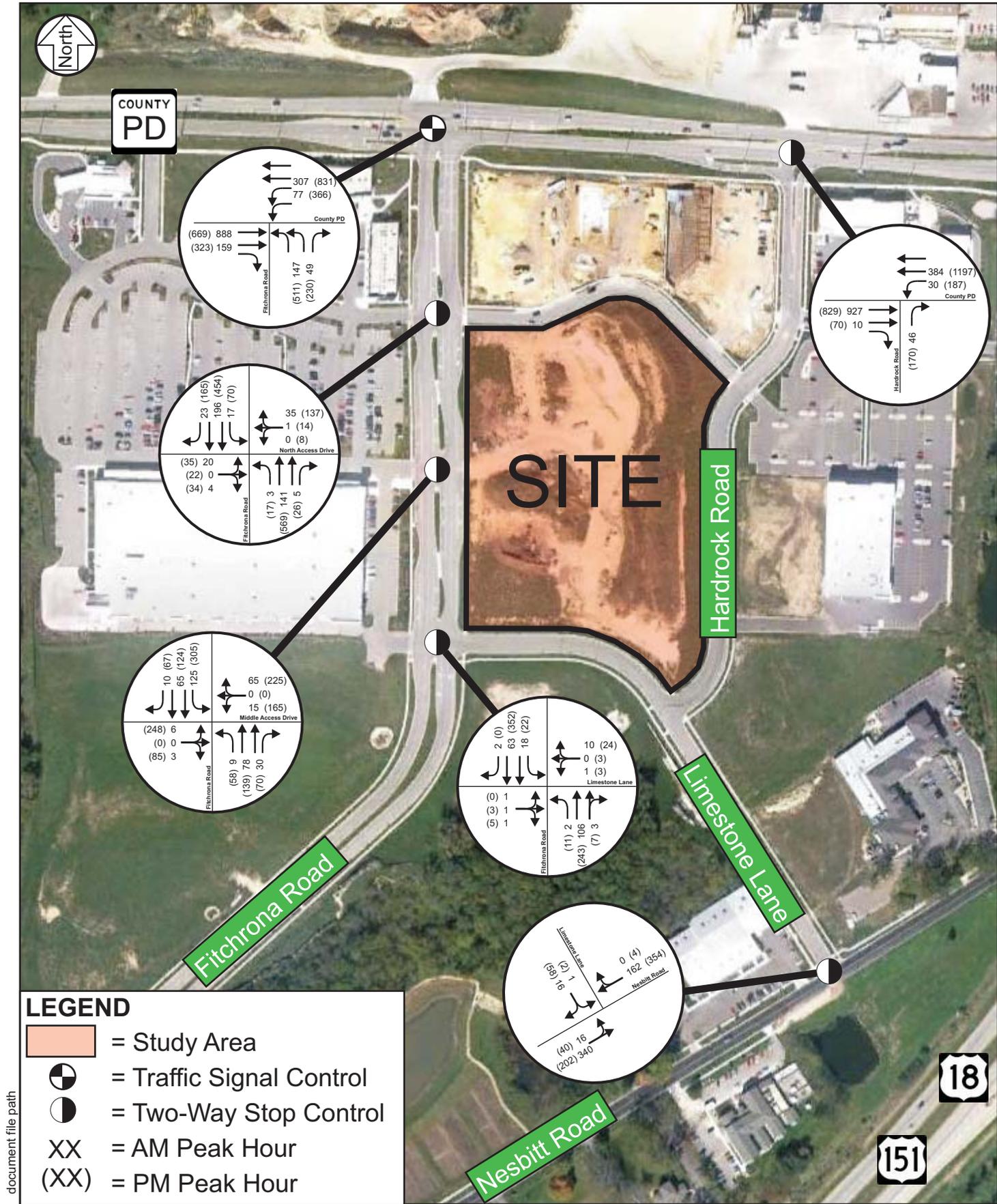
Intersection	Level of Service Results
	Weekday Evening Peak Hour
County PD and Fitchrona Road <sup>1</sup>	C (24 sec)
County PD and Hardrock Road <sup>2</sup>	A / C (19 sec)
Fitchrona Road and Limestone Lane <sup>2</sup>	A / B (10 sec)
Fitchrona Road and Middle Access Drives <sup>2</sup>	F / F <b>(3 min)</b>
Fitchrona Road and North Access Drives <sup>2</sup>	B / F <b>(78 sec)</b>
Nesbitt Road and Limestone Lane <sup>2</sup>	A / A (10 sec)
1 Signalized Intersection 2 Unsignalized Intersection Overall LOS is followed by the worst approach LOS for unsignalized intersections Delay – shown in parentheses for overall intersection (signalized intersection) and for side-street approach with highest delay (unsignalized intersection)	

The results of the traffic operations analyses indicate that the intersections of Fitchrona Road with the middle and north access drives are anticipated to experience poor levels of service during the weekday evening peak hour. Specifically, movements from the middle and north access drives may experience long delays due to inadequate gaps in the Fitchrona Road traffic stream created by the increased traffic from the Hy-Vee site and remaining Orchard Pointe parcels. All other intersections are anticipated to operate at acceptable levels of service during peak traffic conditions.

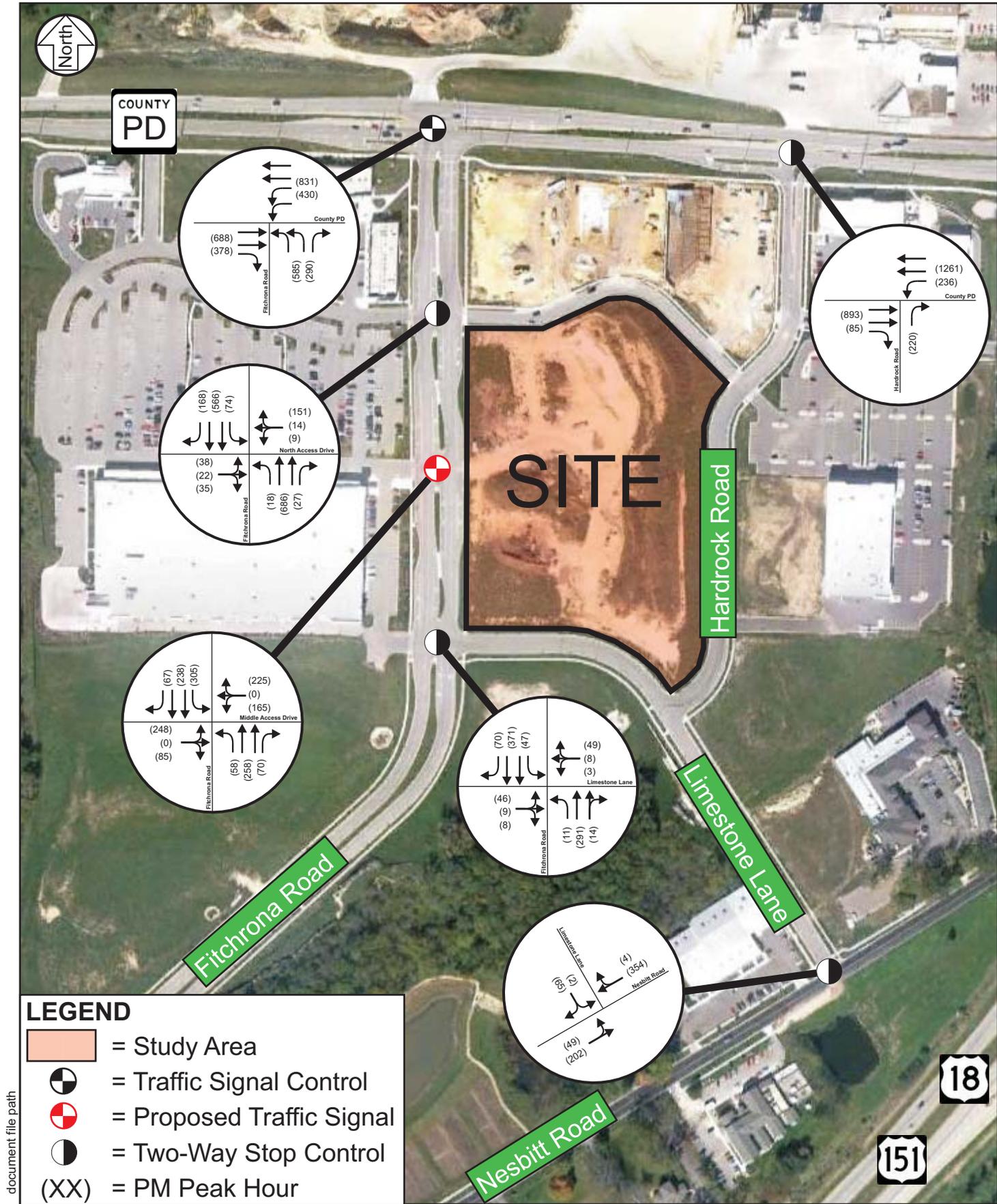
To mitigate the projected operational deficiencies along Fitchrona Road, an alternative analysis was performed that consisted of two roadway improvements: 1) installing a traffic signal at the intersection of Fitchrona Road and the middle access drive, and 2) providing a westbound-to-northbound, exclusive right-turn lane at the intersection of Fitchrona Road with the north access drive. The proposed traffic signal would serve the vast majority of motorists accessing the proposed Hy-Vee store as well as the existing SuperTarget store. The proposed right-turn lane will provide right-turning motorists to exit the traffic stream of through and/or left-turning vehicles and perform their turning movement with less delay.

By installing a traffic signal at this location, it is likely that existing motorists that exit the SuperTarget site via the north access drive will likely divert to the middle access drive due to greater ease of entering the Fitchrona Road traffic stream. Therefore, traffic was adjusted from the north access drive to the middle access drive to account for this condition. Figure 6 illustrates the projected traffic volumes on the roadway network for existing plus site traffic with the diversion. Figure 7 illustrates the projected peak-hour traffic volumes for existing, site, and development traffic with the diversion. Table 6 illustrates the analysis results for existing conditions with the addition of Hy-Vee site traffic with the assumed improvements. Table 7 illustrates the analysis results for existing conditions with the addition of site traffic from Hy-Vee and surrounding Orchard Pointe parcels with the assumed improvements.

The results of the alternative analysis indicate that if the proposed traffic signal and exclusive right-turn lane are implemented, all intersections will operate sufficiently during the weekday peak periods except for the intersection of Fitchrona Road and the north access drive during the weekday evening peak hour. Detailed analysis of this location indicates that left-turning and through movements will continue to experience long delays due to the amount Fitchrona Road traffic. However, with the diversion of traffic to the middle access drive, the number of vehicles affected at this intersection is significantly lower. The analysis indicates that only four percent of traffic entering this intersection will experience significant delays during the weekday evening peak hour. Furthermore, it is possible that side-street, left-turning and through movements may find other routes for travel to Fitchrona Road and/or County PD (via Hardrock Road and/or the middle access drives) which would continue to decrease delays at this intersection. It should be noted, though, that while a traffic signal will mitigate delays along Fitchrona Road, it could not be installed before existing traffic volumes warrant its implementation, per *Manual of Uniform Traffic Control Devices* (MUTCD) requirements.



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**Table 6**  
**LOS Results, Existing + Site Traffic, With Improvements**

Intersection	Level of Service Results	
	Weekday Morning Peak Hour	Weekday Evening Peak Hour
County PD and Fitchrona Road <sup>1</sup>	B (11 sec)	C (21 sec)
County PD and Hardrock Road <sup>2</sup>	A / B (12 sec)	A / C (16 sec)
Fitchrona Road and Limestone Lane <sup>2</sup>	A / A (4 sec)	A / A (8 sec)
Fitchrona Road and Middle Access Drives <sup>1</sup>	A (3 sec)	B (15 sec)
Fitchrona Road and North Access Drives <sup>2</sup>	A / A (9 sec)	A / D (30 sec)
Nesbitt Road and Limestone Lane <sup>2</sup>	A / A (4 sec)	A / B (11 sec)
1 Signalized Intersection 2 Unsignalized Intersection Overall LOS is followed by the worst approach LOS for unsignalized intersections Delay – shown in parentheses for overall intersection (signalized intersection) and for side-street approach with highest delay (unsignalized intersection)		

**Table 7**  
**LOS Results, Existing + Site + Development Traffic, With Improvements**

Intersection	Level of Service Results
	Weekday Evening Peak Hour
County PD and Fitchrona Road <sup>1</sup>	C (26 sec)
County PD and Hardrock Road <sup>2</sup>	A / D (21 sec)
Fitchrona Road and Limestone Lane <sup>2</sup>	A / B (12 sec)
Fitchrona Road and Middle Access Drives <sup>1</sup>	B (18 sec)
Fitchrona Road and North Access Drives <sup>2</sup>	A / F <b>(57 sec)</b>
Nesbitt Road and Limestone Lane <sup>2</sup>	A / A (9 sec)
1 Signalized Intersection 2 Unsignalized Intersection Overall LOS is followed by the worst approach LOS for unsignalized intersections Delay – shown in parentheses for overall intersection (signalized intersection) and for side-street approach with highest delay (unsignalized intersection)	

The majority of site traffic to and from the east on County PD will likely utilize the west approach of the US 18 / 151 (Verona Road) and County PD signalized intersection. Currently, peak-hour operational deficiencies occur at this intersection due to high volumes along US 18 / 151 and the east approach of County PD. WisDOT is upgrading the intersection to mitigate delays; ultimately, WisDOT plans for this intersection are to construct an interchange.

It should be noted that the traffic movements traveling to and from the west approach of this intersection do not experience the same magnitude of delay as other movements during peak traffic conditions. This is due to the lower traffic volumes that comprise the west approach during peak traffic periods. The addition of site traffic to this approach will not increase the impacted movements to a point where significant increases in delay are expected to occur.

## **FINDINGS AND RECOMMENDATIONS**

A traffic impact analysis was performed for a proposed Hy-Vee retail store to be located in Fitchburg, Wisconsin to determine the traffic impacts the store would have on the adjacent roadway network. A field review of the area was conducted, intersection turning movement counts were taken, and traffic operations analyses were performed to evaluate existing traffic conditions as along with the inclusion of site traffic and traffic from undeveloped parcels surrounding the site. The following bullets summarize study findings and recommendations for the Fitchburg Hy-Vee #1 traffic impact analysis:

- The additional site-generated traffic will cause side-street operational deficiencies along Fitchrona Road during weekday evening peak period. This condition would be compounded by the inclusion of traffic from undeveloped parcels located within the Orchard Pointe development.
- Improving Fitchrona Road by providing a traffic signal at the middle access drive and a westbound-to-northbound, exclusive right-turn lane at the north access drive will reduce side-street delays and increase overall intersection level of service from LOS F to LOS A and LOS B.
  - Approximately four percent of entering traffic at the intersection of Fitchrona Road with the north access drive will experience long delays during the weekday evening peak hour.
    - It is possible that these motorists may find alternate travel routes to access Fitchrona Road and/or County PD that may further reduce the traffic load along the side-street, reducing delay at this location.
- The intersection of County PD and Fitchrona Road currently operates sufficiently during peak periods of traffic and will continue to with the inclusion of site-generated traffic.

## APPENDIX

- Intersection Turning Movement Counts
- SimTraffic Traffic Operation Reports

Comparison of projected PM Peak Traffic of  
Approved Orchard Pointe CDP with Proposed Amendment 9

ITE Ref. #	Approved GDP thru Amendment 8 Constructed Land Use Approved Land Use	Gross Floor Area	Units or Lanes	Strand PM Peak Cap	7th Ed Trip Data	Projected PM Peak Trips	Net Diff.	Using 8th Edition Data			Proposed Amendment 9 Constructed Land Use Approved Land Use	Gross Floor Area	Units or Lanes	Strand PM Peak Cap	7th Ed Trip Data	Projected PM Peak Trips	Net Diff.	Using 8th Edition Data		
								8th Ed Trip Data	Projected PM Peak Trips	Net Diff.								8th Ed Trip Data	Projected PM Peak Trips	Net Diff.
Commercial		206,250		1042		1095	53		1059	-16										
912	Credit Union	5,500	4		51.08	204		27.41	110											
	Bank	3,200	3		51.08	153		27.41	82											
932	Specialty Retail	5,000			10.92	61		11.15	62											
814	Specialty Retail Center	18,000			2.71	49		2.71	49											
813	Discount Superstore	174,550			3.87	676		4.61	805											
Commercial		118,000		594		466	-129		462	-132	Commercial	117,925			1,062	468			1064	470
814	Specialty Retail Center	17,000			2.71	46		2.71	46		Specialty Retail Center	17,000		2.71	46			2.71	46	
710	Second Floor Office (Future)	12,500			1.49	19		1.49	19		Second Floor Office (Future)	12,500		1.49	19			1.49	19	
934	Fast Food w/Drive thru	3,000			34.64	104		33.84	102		Fast Food w/Drive thru	3,000		34.64	104			33.84	102	
870	Med Format Retail	20,000			3.83	77		3.83	77		Grocery Store	85,425		10.45	893			10.5	897	
870	Med Format Retail	20,000			3.83	77		3.83	77											
870	Med Format Retail	25,000			3.83	96		3.83	96											
814	Specialty Retail Center	13,500			2.71	37		2.71	37											
710	Second Floor Office	7,000			1.49	10		1.49	10											
Commercial		88,000		228		218	-10		212	-16										
862	Home Improvement Store	80,000			2.45	196		2.37	190											
814	Specialty Retail Center	8,000			2.71	22		2.71	22											
Mixed Use Commercial		27,400		227		96	-131		96	-131										
814	Specialty Retail Center	6,200			2.71	17		2.71	17											
710	General Office	16,000			1.49	24		1.49	24											
931	Quality Restaurant	5,200			7.49	39		7.49	39											
220	Upper Story Residential		26		0.62	16		0.62	16											
Commercial		3,800		385		199	-186		199	-186										
851	Convenience Store (no fuel)	3,800			52.41	199		52.41	199											
Mixed Use Commercial		30,000		75		38	-37		35	-40										
814	Specialty Retail Center	6,000			2.71	16		2.71	16											
710	General Office	10,000			1.49	15		1.49	15											
150	Warehousing	14,000			0.47	7		0.32	4											
Mixed Use Commercial		131,275		742		719	-24		696	-46										
934	Coffee Shop w/drive thru	1,750			34.64	61		33.84	59											
932	High-turn Restaurant	6,500			10.92	71		11.15	72											
814	Specialty Retail Center	7,425			2.71	20		2.71	20											
932	High-turn Restaurant	4,500			10.92	49		11.15	50											
814	Specialty Retail Center	7,200			2.71	20		2.71	20											
870	Med Format Retail	31,000			3.83	119		3.83	119											
492	Health/fitness Club	45,000			4.06	183		3.53	159											
854	Discount Grocery	17,000			8.9	151		8.9	151											
848	Tire Store	10,900			4.15	45		4.15	45											
Mixed Use Commercial		51,000		45		52	7		48	3										
814	Specialty Retail Center	6,000			2.71	16		2.71	16											
710	General Office	15,000			1.49	22		1.49	22											
150	Warehousing	30,000			0.47	14		0.32	10											

Comparison of projected PM Peak Traffic of  
Approved Orchard Pointe CDP with Proposed Amendment 9

Existing Commercial		40,000	41	143	102	144	-103
814 Specialty Retail Center	30,000		2.71	81		2.71	81
710 General Office	5,000		1.49	7		1.49	7
932 High-turn Restaurant	5,000		10.92	55		11.15	56
Mixed Use Commercial		24,000	0	74	74	74	74
814 Specialty Retail Center	24,000		2.71	65		2.71	65
710 General Office			1.49			1.49	
220 Townhomes		14	0.62	9		0.62	9
Mixed Use Commercial		9,000	0	24	24	24	24
814 Specialty Retail Center	9,000		2.71	24		2.71	24

Total GDP Square Footage	728,725	
Strand PM Peak Traffic Cap	3,379	
		Variance vs Cap
7th Edition Traffic Projection	3,017	-362
8th Edition Traffic Projection	3,016	-363

Amendment 9		
Total GDP Square Footage	728,650	
Strand PM Peak Traffic Cap	3,379	
		Variance vs Cap
7th Edition Traffic Projection	3,123	-256
8th Edition Traffic Projection	3,049	-330
Amendment 9	3,617	238

= Amendment #9

October 19, 2011

Mr. Thomas Hovel  
Planning and Zoning Director  
CITY OF FITCHBURG  
5220 Lacy Road  
Fitchburg, WI 53711

SUBJECT: ORCHARD POINTE COMPREHENSIVE DEVELOPMENT PLAN  
AMENDMENT #9

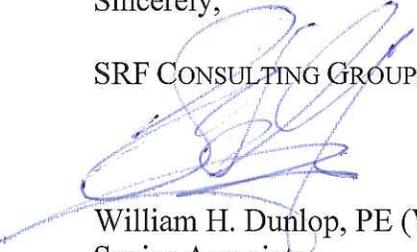
Dear Mr. Hovel:

As requested, we have attached the responses to the comments received to date concerning Hy-Vee's requested Amendment to the subject development plan.

Please contact us with any other questions or comments.

Sincerely,

SRF CONSULTING GROUP, INC.



William H. Dunlop, PE (WI IL MN VA)  
Senior Associate

WHD/bls

Attachments: Comments  
Revised Attachment A  
Table of Trip Allocation

cc: Peter Hosch, Hy-Vee

*H:\Projects\7555 (Hy-Vee Madison 3)\\_Correspondence\Letters\Amendment 9 Resubmittal\20111018\_Fitchburg\_Comment\_Response.docx*

# Orchard Pointe

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## *Comprehensive Development Plan Amendment #9 – Comment Responses*

The following are the comments received with the responses from the applicant:

Planning and Public Works/Transportation Comments on Orchard Pointe CDP Amendment #9 (Hy-Vee):

### **Planning Department Comments:**

1. Please update your proposed revisions into a table format used in previous amendments. For example, see Amendment 7 (revised 11 April 2011) TABLE 1 Reformatted. The table, as updated through proposed amendment 8 is attached. (The attached table was provided in the excel format by J. Bricker of JSD, Inc.).

*The table requested is attached.*

2. The CDP requires 35% open space for this site. The open space may be reduced to as low as 20%, but you will need to obtain open space credits from either Outlot 3 or Outlot 4 (please contact the property owner relative to the documents that will be required to obtain the credits) to make up for the additional 14% credit that your site plan requires (35% required less 21% provided= 14% deficit or about 49,550 sq ft).

*Hy-Vee is currently negotiating to obtain the credits required to allow 20% open space on site and will revise the site plan as required to achieve 20% goal on site.*

3. Please provide calculations of open space and impervious surface for the proposed site.

*The calculations requested are in the attached drawing.*

4. Attachment A to your submittal counts Outlot 7 as open space, but that open space is owned by EZ Nesbitt and has already been fully accounted for as open space to other nearby lots, and is not available to count as open space for this property. Do not include this open space in any calculations for lot 5.

*Attachment A has been revised to remove any reference to Outlot 7.*

5. Does sufficient easement area exist to add the right turn lane to the private road access just east of Fitchrona Road (private access road and utility easement is provided on the plat and is shown at 48' in width). If not, how will the easement area be increased and extended to account for the travel lane, and from which land will the added easement area be taken? If the added easement area is to come from lot 3, how will that affect the approved site plan for that property?

*There is sufficient space within the easement to allow the additional lane to be constructed. This alignment would eliminate the parkway where the lane exists.*

6. Please review note #5 on the recorded plat for Orchard Pointe. Provide information on how you will reconcile the plat requirement with your proposed trip levels.

*Note 5 on the recorded plat has been reviewed and Hy-Vee understands that the proposed development increases the trips generated above the numbers envisioned in the original comprehensive development plan. Approval of this development will require a change to the recorded plat, which can be accomplished by resolution of the City Council and recording an Affidavit of Correction of the plat by a Registered Land Surveyor. The original development plan has been amended seven (7) times with another pending over the past five to six years since it was approved. Other changes in the economy, development in the region, and development associated with the site warrant a change to the plan and ultimately the plat.*

7. It appears you have also used some extra trips that amendment #8 desires; in other words you have not account for the possibility that amendment #8 may use some of the extra trips.

*Amendment 8, as proposed, was considered in our analysis of the trip generation of the site.*

8. Assuming no borrowing by Hy-Vee of trips from other sites or property owners, what transportation improvements are needed to accommodate the traffic? What will the LOS be at each intersection, with no use of the extra trips?

*The analysis presented incorporated the additional trips from Hy-Vee assuming the trip distributions of Amendment 8 using the land uses proposed and the 7<sup>th</sup> Edition of the ITE as presented in the table provided for Amendment 8 as coordinated with City staff.*

9. What LOS do you consider adequate?

*For urban roadways, the WisDOT FDM requires mid LOS E for urbanized areas with population >50,000. LOS C is considered to be adequate for an intersection, which has been confirmed by staff. LOS D is desired by staff in all turning movements within those intersections. If LOS D is not attained, then the impact is reviewed. For example, the north access road has LOS F movements but this would only affect up to 4% of the total movements in the intersection. Though these movements require longer wait times in the intersection, the impact is only on a small number of vehicles that have the option to use other access points.*

10. Please provide a letter from the land owner (Johnson Bank) that they have authorized the submittal of the CDP amendment.

*Hy-Vee is obtaining the letter and will provide it under separate cover.*

11. The proposed Hy-Vee store is the third grocery store in this plat. It uses space that has been set aside for clothing and other soft, good retailers. What alternate sites in the plat do you see as being viable for those retailers?

*It's common for grocery stores to locate in the same development especially when the location offers a regional market draw. It's even more common in cases such as this when the formats and departmental offerings are so very different. Hy-Vee has a clear focus on service departments, a few of which include:*

- *Health Market offering an extensive selection of organic, natural, and gluten-free products*
- *Staff Dietitian and Pharmacy to aid in overall customer health and wellness*
- *Casual dining area with seating for 160-170, where customers can enjoy meals from our Hy-Vee Kitchen (traditional menu for breakfast, lunch, and dinner), Italian Express, Chinese Express, Deli, salad bar, and fresh sushi*
- *Full service catering, bakery, floral, in-store chef, etc.*

*Target dedicates the majority of its square footage to products that retailers proposed for Lot 5 would sell; therefore, competing uses were originally contemplated within Orchard Pointe. Parcels south of this site are slated for commercial and future retailers will be attracted to Orchard Pointe so they can take advantage of the drawing power of SuperTarget and Hy-Vee.*

12. Hy-Vee has noted that restaurants also tend to locate near their stores. In this case one stand alone restaurant site is to now be used as a Goodwill store and a small retail center, and the other is proposed to convert to a bank site. What type of sites do you see being viable for the stand alone restaurants they have indicated like to locate near their stores?

*Development of the Outlot parcels was and is outside of Hy-Vee's control. The customer exposure the proposed Hy-Vee store would generate will make the remaining commercial parcels more viable for the uses envisioned in 2006. Additionally, as noted above, Hy-Vee has a large restaurant with multiple offerings located within its store.*

13. Has Hy-Vee held a neighborhood meeting?

*Hy-Vee will be conducting a Neighborhood Meeting November 1<sup>st</sup> at 7:00 pm in the Fitchburg Fire Station #2 community room.*

14. Public Works (other than for transportation comments) and other departments have to review and provide comments. More detailed review may lead to further comments by this department. The additional comments will be provided as they become available.

*See the following comments.*

## Public Works Transportation Comments:

Public Works comments for Orchard Pointe CDP Amendment 9 (Hy-Vee), 09/26/2011:

1. The original McKee Road TIA that was prepared by Strand Associates used different trip distribution values than those listed on page 5 and Figure 3. For consistency, the Hy-Vee TIA should use the same trip distribution patterns as identified below:
  - To and from the west on County PD: 35%
  - To and from the east on County PD: 55% (includes Verona Road)
  - To and from the south on Nesbitt and/or Fitchrona Rd: 10%

*The distributions stated above were used for all other lots in Orchard Pointe per the previous studies. Since Hy-Vee is anticipated to generate different trip patterns, we applied the distributions in the report to the Hy-Vee trips. This was coordinated with City staff prior to completing the analysis.*

2. The trip generation for the proposed Hy-Vee exceeds the allowable number of trips that were assigned to Lot 5 by 582 PM peak trips and exceeds the overall trip generation that was allowed for the entire Orchard Pointe development by 238 PM peak hour trips. This means that the Hy-Vee project will be borrowing all excess trips from all remaining parcels (developed or undeveloped) in Orchard Pointe. A signed agreement should be provided from all other property owners allowing the use of these borrowed trips to the Lot 5 site. However, this does not change the fact that the proposed Hy-Vee will still exceed the allowable number of trips for the overall site.

*Hy-Vee is requesting an increase in the trips allowed based on the traffic impact analysis and a revision to the plat to accommodate those trips. Other property owners are either concerned about what the City will require from them if and when they have an interested user, or they look at the trips as a saleable commodity. Due to changes in the development since the original plan was approved, changes in the economy, and the development patterns in the region, Hy-Vee is requesting in the Amendment that the plan be revised to accommodate its proposed use.*

3. Public Works does not support the construction of a traffic signal for 2 private driveways. As mentioned in the report, and supported by Public Works, a traffic signal would not be installed until MUTCD warrants were met. Will this access point ever generate enough traffic to meet the warrants for a signal? In other words, will the benefits from installing a traffic signal ever be realized if traffic volumes never meet MUTCD warrants? If not, this intersection will operate at LOS F at full build-out of the Orchard Pointe development.

*Hy-Vee understands that City policy is to not install signals until MUTCD warrants are met but we do not feel it is acceptable to wait, in this case, because it jeopardizes the safety of Hy-Vee's customers. The traffic analysis predicts the peak hour warrant will be met upon opening of the store. Therefore, Hy-Vee feels that it is essential for the safety of Orchard Pointe customers that the signal is in place when the Hy-Vee store opens and Hy-Vee will work with the City to obtain that approval. The City of Madison waited for warrants to be*

*met with the Sam's Club/Walmart access on Watts Road, which meant that both traffic and accident warrants had to be met. Hy-Vee does not want to place its customers in the situation where accidents must warrant a signal.*

*Though private access drives are not currently controlled by a signal in the City, precedent exists within the region to support installation of a signal. The current Owner of Lot 5, Johnson Bank, has a signal at the intersection of its headquarters' access drive and Junction Road in the City of Madison. The Sam's Club/Walmart access drive on Watts Road in the City of Madison, and the Cops Shopping Center access drive on Monona Drive in the City of Monona are also private drives and are controlled by signals. Therefore, there is a regional precedent for the installation of signals where access drives intersect with public streets and when public safety is anticipated to be jeopardized. Since the traffic study predicts this condition, Hy-Vee is proposing a signal be installed as proposed.*

**Alder Arnolds' Comments:**

Alder Arnold comments for Orchard Pointe CDP Amendment 9 (Hy-Vee), 09/28/2011:

I support Hy-Vee in the region and in Fitchburg. However, I strongly oppose another grocery store, even Hy-Vee, in Orchard Pointe.

Before Orchard Pointe was developed, we had grocery stores within a few miles in each direction: Cub, Pick and Save, Cops, and Millers. Since SuperTarget has opened, Cub has closed. Now we also have Aldi in Orchard Pointe. While Hy-Vee might be successful over a long time, the other remaining groceries (except SuperTarget) would be threatened.

After any failures, there would be a blight situation until the site can be redeveloped. I would rather have another use at this site that is not obviously redundant with the existing businesses in the area and within this development.

Contrary to Orchard Pointe, the newly developing northeast area in the city, near the new interchange on US 14, does not have the traffic pressures or the competitive nearby grocery stores that Orchard Pointe has. I urge Hy-Vee to work with our Economic Development Director and the owners of the Nine Springs development to find a site with much greater potential for economic success without impacting traffic or other businesses.

I also dislike the junior box and specialty retail formats proposed for this lot in the CDP, and the home improvement store proposed for the lot south of Target, and I voted against that plan.

I would welcome a CDP amendment to change these lots to another use, especially one that would increase intensity of development, reduce surface parking, and complement existing uses to change some trips to internal. I would welcome proposals for office, office-supporting retail, and residential.

I also note that the site to the south of the subject lot is proposed for residential and that the view of the back of the grocery store would be very undesirable and thus diminish the potential of the adjacent site.

The "traffic" study includes cars, trucks, and pedestrians, but not bicycles and transit. No mention of transportation or parking demand management was made. These should be required subjects of any traffic analysis for the City of Fitchburg.

The traffic study refers to Orchard Pointe as a commercial development. It is technically "mixed use", although residential development may never come to pass.

*Hy-Vee understands the Alder's concerns. Hy-Vee wants to open a new store to serve the residents of Fitchburg in the surrounding trade area. Hy-Vee has completed several market studies of this area and is very confident that a new Hy-Vee store in Orchard Pointe will be very successful and provide the residents of Fitchburg with an outstanding shopping experience. In addition, Hy-Vee is very interested in following the development in the northeast area of the city and hopes that there will be future residential growth in this area that will justify the need for another grocery store of which Hy-Vee would have an interest. It is Hy-Vee's opinion that the City of Fitchburg has very strong future growth prospects and will continue to monitor this population growth as well as the demographics.*

*The area south of the site will be screened by landscaping that will be approved by the City as part of its architectural review. Hy-Vee has numerous stores with a variety of neighboring land uses, including single family residential, and has been very successful in minimizing negative impacts on its neighbors.*

*The traffic study did not include bicycle and transit traffic because in the field investigations, including counts of all modes of transit, those two modes did not generate counts that would impact the analysis of traffic. Only two (2) bicycles over a three-day counting period were seen. In spite of these counts, Hy-Vee encourages its employees to utilize bicycles to commute to work. As an example, Hy-Vee provides a place to shower for its employees who wish to commute via bicycle. It is also Hy-Vee's practice to have a safe route from the public right-of-way to the store entrance for bicycles and to install convenient bike racks at the front entrance for customers and employees. The Metro's 52 route operates on a ½ hour frequency in the peak traffic hours and therefore would not impact the study. Though not specifically addressed in the study, all modes of traffic are considered and alternative modes are encouraged by Hy-Vee.*

**Public Works Staff Information Request:**

Please provide the turning movements that are problematic and the queue lengths in the parking lots.

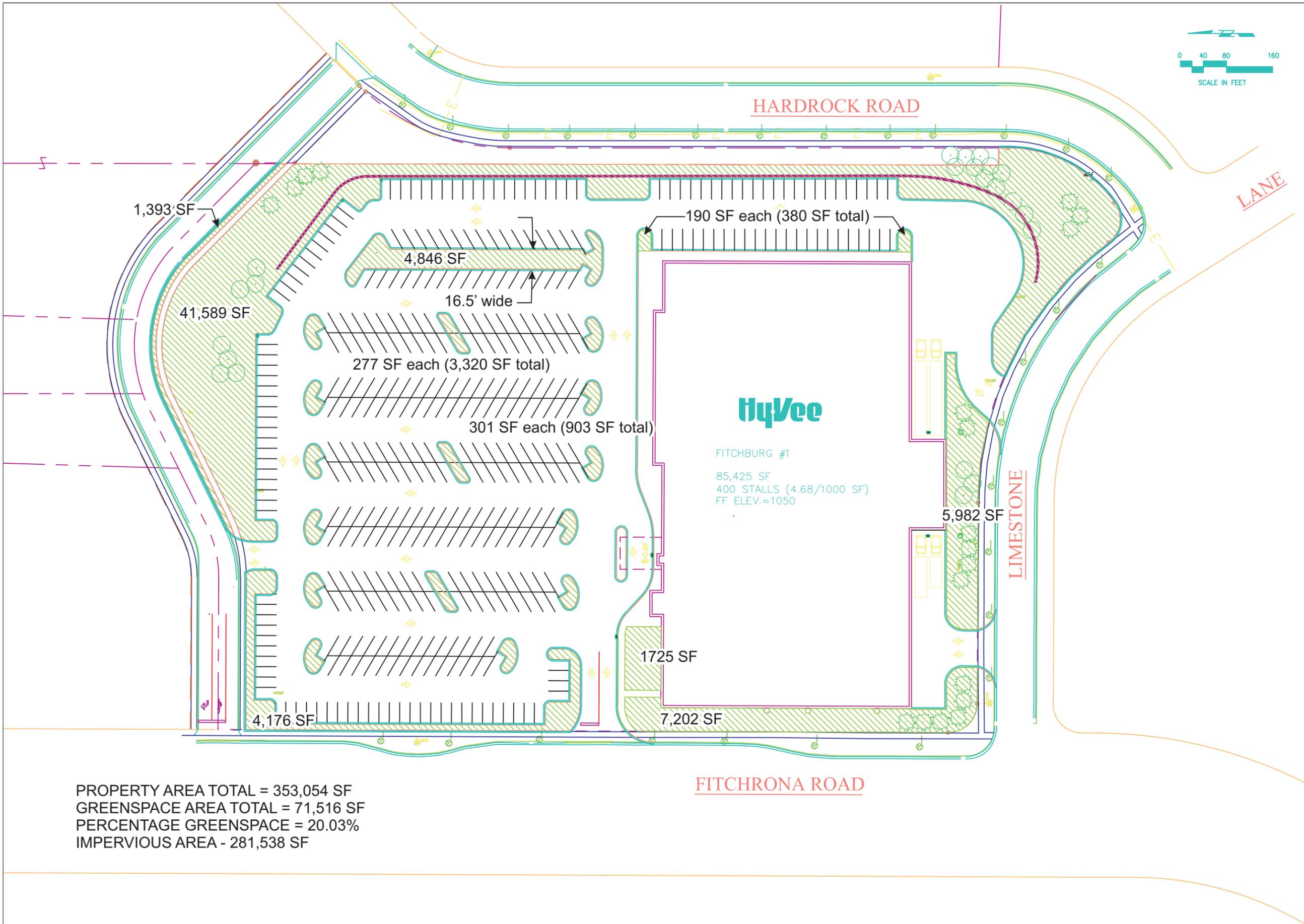
*The following are the average and 95% queue lengths from the analysis:*

	<i>Average Queue</i>	<i>95<sup>th</sup> Percentile Queue</i>
<i>North Access Drive:</i>		
<i>EB</i>	<i>57' (3 cars)</i>	<i>134' (7 cars)</i>
<i>WB</i>	<i>40' (2 cars)</i>	<i>150' (8 cars)</i>
<i>Access Drive Signal</i>		
<i>EB</i>	<i>106' (5 cars)</i>	<i>210' (10 cars)</i>
<i>WB</i>	<i>118' (6 cars)</i>	<i>240' (12 cars)</i>

*The problematic turning movements at the intersection of the north access drive are:*

*EB Left, EB-Through are LOS F.*

*There are no problematic movements at the Target/Hy-Vee – Fitchrona Road intersection as proposed.*



PROPERTY AREA TOTAL = 353,054 SF  
 GREENSPACE AREA TOTAL = 71,516 SF  
 PERCENTAGE GREENSPACE = 20.03%  
 IMPERVIOUS AREA - 281,538 SF



SITE ADDRESS:  
 ORCHARD POINTE DEVELOPMENT  
 2920 FITCHRONA ROAD  
 MADISON, WI 53711  
 TAX PARCEL IDS:  
 225/0609-072-0015-2

FITCHBURG #1  
 85,425 SF  
 400 STALLS  
 FF ELEV.=1050



Orchard Pointe  
Development Parameters

Comparison of Approved Comprehensive Development Plan and Proposed Amendment NINE

Current Approved CDP (Including Amendments 1 thru 7) and Proposed Amendment 8

Original CDP Reference Parcels	Final Plat CSM Lot	Amendment History (Initial CDP unless noted)	Building Site	Area (acres)	Zoning	ITE Code (Note 1)	Use	FAR Range	Req'd Open-space on-site	Projected Gross Floor Area (GFA)	Rate/1000 GFA	Parking Spaces	Projected Traffic (1)				Strand Trip Projection (Note 2)	Net Difference versus Strand Projection
													Projection Unit	Avg Daily Traffic Rate per 1000 GFA, Lanes or Units	Average Weekday Traffic (ADT)	PM Peak Rate/1000 GFA, Lanes or Units		
Development Area																		
				20.32			Commercial	0.3 - 0.3	20%	203,650		975		11,744	990	1042	(52)	
CSM 11969-1	Amend 5		1.50 B-G		912	Bank w/ 4 drive-thru lanes	5,500	4	4.5	25	Lanes	411.17	1,645	51.08	204			
OP-1			1.51 B-G		932	High-turn restaurant	5,600		15.0	84	1000 GFA	127.15	712	10.92	61			
OP-2			2.11 B-G/CUP	1 & 2	814	Specialty Retail Center (small shops & restaurant uses)	18,000		4.5 *	81	1000 GFA	44.32	798	2.71	49			
CSM 11969-3			15.20 B-H/CUP		813	Large Scale Discount Store w/ Grocery	174,550		4.5	786	1000 GFA	49.21	8,590	3.87	676			
subtotal--> 142 3.3 56 1000 GFA 44.32 753 2.71 46 3.3 41 1000 GFA 0 0 0 15.0 45 1000 GFA 496.12 1,488 34.64 104																		
subtotal--> 400 4.7 400 1000 GFA 102.24 8,734 10.50 897 0 0 0 0 0 0 0 0 0 0 0 0																		
Winira OP-12 TBD 11.95 B-H 862 Home Improvement Store 80,000 4.5 360 1000 GFA 29.80 2,384 2.45 196 B-H 814 Specialty Retail Center (small shops) 8,000 3.3 26 1000 GFA 44.32 355 2.71 22																		
Winira OP-10 TBD 3.78 B-G 814 Specialty Retail Center (small shops) 6,200 3.3 20 1000 GFA 44.32 275 2.71 17 B-G 710 General Office 16,000 3.3 53 1000 GFA 11.01 176 1.49 24 B-G 931 Quality Restaurant 5,200 15.0 78 1000 GFA 89.95 468 7.49 39 B-G 220 26 Upper Story Dwelling Units 26 == Units 6.72 175 0.62 16																		
Note: This parcel (500) was eliminated to accommodate Fichrona Road re-alignment																		
Winira OP-13 2.13 B-H 851 Convenience Market (No Fuel) 3,800 3.3 13 1000 GFA 737.99 2,804 52.41 199																		
Winira OP-11 TBD 3.74 B-H 814 Specialty Retail Center (small shops) 6,000 3.3 20 1000 GFA 44.32 266 2.71 16 B-H 710 General Office 10,000 3.3 33 1000 GFA 11.01 110 1.49 15 B-H 150 Warehousing 14,000 0.5 7 1000 GFA 4.96 69 0.47 7																		
Neitzel OP-7 1 2.80 B-G 934 Coffee Shop w/ drive-thru 1,750 10.0 18 1000 GFA 496.12 868 34.64 61 B-G 932 High-turn Restaurant 6,500 15.0 98 1000 GFA 127.15 826 10.92 71 B-G 814 Specialty Retail Center (small shops) 7,425 3.3 25 1000 GFA 44.32 329 2.71 20 2 B-G 932 High-turn Restaurant/Specality Retail 4,500 15.0 68 1000 GFA 127.15 572 10.92 49 B-G 814 Specialty Retail Center (small shops) 7,200 3.3 24 1000 GFA 44.32 319 2.71 20																		
OP-8 2 8.32 B-H/CUP 870 Med Format Retail Store 31,000 4.0 124 1000 GFA 45.04 1,396 3.83 119 Amend 3, 4, 6 B-H 814 Specialty Retail Center (small shops) 6,000 3.3 20 1000 GFA 44.32 266 2.71 16 Amend 4 B-H 492 Health/Fitness Club - 2 story 45,000 4.0 180 1000 GFA 32.93 1,482 4.06 183 Amend 5 B-H																		
OP-6 2 2.40 B-H/CUP 854 Discount Grocery 17,000 5.5 94 1000 GFA 96.82 1,646 8.90 151 Amend 7 B-H/CUP 814 Tire Store with 10 service bays 10,900 3.3 36 1000 GFA 24.87 348 4.15 45																		
Sara Investment Nesbitt Hts 8,9 5.20 B-H 814 Specialty Retail Center (small shops) 6,000 3.3 20 1000 GFA 44.32 266 2.71 16 B-H 710 General Office 15,000 3.3 50 1000 GFA 11.01 165 1.49 22 B-H 150 Warehousing 30,000 0.5 15 1000 GFA 4.96 69 0.47 14																		
Nesbitt Place CSM 10317-1 5.30 B-H 814 Specialty Retail Center (small shops) 30,000 3.3 99 1000 GFA 44.32 1,330 2.71 81 B-H 710 General Office 5,000 3.3 17 1000 GFA 11.01 55 1.49 7 B-H 932 High-turn Restaurant 5,000 15.0 75 1000 GFA 127.15 636 10.92 55 Expansion Area																		
Peterson OP-14 TBD 4.11 B-G 814 Specialty Retail (small shops) 24,000 3.3 79 1000 GFA 44.32 1,064 2.71 65 B-G 710 General Office 17,000 0 0 11.01 0 1.49 0 B-G 220 14 Dwelling Units (2.5 acres) 14 == Unit 6.72 94 0.62 9																		
Winira OP-9 2.59 B-G 814 Specialty Retail (small shops) 9,000 3.3 30 1000 GFA 44.32 399 2.71 24																		

Proposed Amendment NINE

The proposed amendment is highlighted

Original CDP Reference Parcels	Final Plat CSM Lot	Amendment History (Initial CDP unless noted)	Building Site	Area (acres)	Zoning	ITE Code (Note 1)	Use	FAR Range	Req'd Open-space on-site	Projected Gross Floor Area (GFA)	Rate/1000 GFA	Parking Spaces	Projected Traffic (1)				Strand Trip Projection (Note 2)	Net Difference versus Strand Projection
													Projection Unit	Avg Daily Traffic Rate per 1000 GFA, Lanes or Units	Average Weekday Traffic (ADT)	PM Peak Rate/1000 GFA, Lanes or Units		
Development Area																		
				20.32			Commercial	0.3 - 0.3	20%	206,250		919		12,487	1095	1042	53	
Calculated FAR based on site plans 0.23																		
CSM 11969-1			1.50 B-G		912	Credit Union w/ 4 drive-thru lanes	5,500	4	4.5	25	Lanes	411.17	1,645	51.08	204			
OP-1			1.51 B-G		914	Specialty Retail	5,000		3.3	17	1000 GFA	44.32	222	2.71	14			
OP-2			2.11 B-G/CUP	1 & 2	912	Bank w/ drive-thru lanes	3,200	3	3.3	11	Lanes	411.17	1,234	51.08	153			
CSM 11969-3			15.20 B-H/CUP		813	Specialty Retail Center (small shops & restaurant uses)	18,000		4.5	81	1000 GFA	44.32	798	2.71	49			
CSM 11969-3			15.20 B-H/CUP		813	Large Scale Discount Store w/ Grocery	174,550		4.5	786	1000 GFA	49.21	8,590	3.87	676			
subtotal--> 142 3.3 56 1000 GFA 44.32 753 2.71 46 3.3 41 1000 GFA 0 0 0 15.0 45 1000 GFA 496.12 1,488 34.64 104																		
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Winira OP-9 2.59 B-G 814 Specialty Retail (small shops) 9,000 3.3 30 1000 GFA 44.32 399 2.71 24																		

Open Space Parcels	
Winira	7.73 Environmental Corridor
Winira	3.20 P-R Private Open Space
Winira	4.28 P-R Private Open Space
Neitzel	0.25 Private Open Space
Environmental Corridor	
OP OL 1	1.52 P-R Public Parkland
OP OL 2	1.17 P-R Public Parkland
OP OL 6	0.13 P-R Public Parkland
Environmental Corridor	
OP OL 5	3.82 P-R Stormwater Management
Public Street Rights of Way	
12.19 Total	
0.28	McKee Road
8.64	Fichrona Road
0.48	Nesbitt Road
1.13	Limestone Lane
1.66	Hardrock Road

Open Space Parcels	
Winira	7.73 Environmental Corridor
Winira	3.20 P-R Private Open Space
Winira	4.28 P-R Private Open Space
Neitzel	0.25 Private Open Space
Environmental Corridor	
OP OL 1	1.52 P-R Public Parkland
OP OL 2	1.17 P-R Public Parkland
OP OL 6	0.13 P-R Public Parkland
Environmental Corridor	
OP OL 5	3.82 P-R Stormwater Management
Public Street Rights of Way	
12.19 Total	
0.28	McKee Road
8.64	Fichrona Road
0.48	Nesbitt Road
1.13	Limestone Lane
1.66	Hardrock Road

Summary CDP	Acres	Total Projected Gross Floor Area	Total Projected Average Daily Traffic (Raw Trips)	Total Projected PM Peak Trips (Raw Trips)	2006 Strand Projection	Net Difference
Commercial Area	97.54	726,050 SF	41,597	3,600	3,379	221
Street Rights of Way	12.19					
<b>Total</b>	<b>109.73</b>					

Summary CDP Amendment 2	Acres	Total Projected Gross Floor Area	Total Projected Average Daily Traffic (Raw Trips)	Total Projected PM Peak Trips (Raw Trips)	2006 Strand Projection	Net Difference
Commercial Area	97.54	731,750 SF	42,340	3,718	3,379	339
Street Rights of Way	12.19					
<b>Total</b>	<b>109.73</b>					

- Notes:
- (1) Trip Generation 7th Edition, Institute of Traffic Engineers
  - (2) From Strand Associates TIA and March 6, 2006 correspondence. Projected trips from the former parcel 500 were added to parcel 300
  - (3) In Amendment One, "Apparel Store" classification has been used to project traffic for Medium Format Retail Store when use is unknown.
  - (4) Resolution R-34-07 Specified 7,000 SF of Second Floor Office Space
- \* Site Plan approval added additional spaces for anticipated restaurant uses in Sp. Retail Center Buildings

Use Mix	
Large Format Retail	2 254,550 35.1%
Supermarket	1 85,425 11.8%
Specialty Retail & Dining	205,275 28.3%
Stand-alone Restaurant	2 10,800 1.5%
Discount Super Market	17,000 2.3%
Health club	45,000 6.2%
General Office	8 58,500 8.1%
Banks/Credit Union	1 5,500 0.8%
Warehousing	44,000 6.1%
Dwelling Units	40
Gross Floor Area 726,050	

Use Mix	
Large Format Retail	2 254,550 35.5%
Supermarket	1 85,425 11.9%
Specialty Retail & Dining	208,375 29.1%
Stand-alone Restaurant	2 10,200 1.4%
Discount Supermarket	1 17,000 2.4%
Health Club	1 45,000 6.3%
General Office	5 46,000 6.4%
Banks/Credit Union	1 5,500 0.8%
Warehousing	1 44,000 6.1%
Dwelling Units	40
Gross Floor Area 716,050	

October 28, 2011

Mr. Thomas Hovel  
Planning and Zoning Director  
CITY OF FITCHBURG  
5220 Lacy Road  
Fitchburg, WI 53711

SUBJECT: ORCHARD POINTE COMPREHENSIVE DEVELOPMENT PLAN  
AMENDMENT #9

Dear Mr. Hovel:

As requested, we have attached the responses to the additional comments received to date concerning Hy-Vee's requested Amendment to the subject development plan.

Please contact us with any other questions or comments.

Sincerely,

SRF CONSULTING GROUP, INC.



William H. Dunlop, PE (WI IL MN VA)  
Senior Associate

WHD/bls

Attachments: Comments  
LOS Table  
Trip Allocation Table  
Current Site Plan

cc: Peter Hosch, Hy-Vee

*H:\Projects\7555 (Hy-Vee Madison 3)\Correspondence\Letters\Amedment 9 Resubmittal Additional Comment Response\2011\_1027\_Fitchburg\_Comment\_Response\_2.docx*

# Orchard Pointe

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## *Comprehensive Development Plan Amendment #9 – Comment Responses 2*

The following are the additional comments received on 10-21-11 with the responses from the applicant:

Planning and Public Works/Transportation Comments on Orchard Pointe CDP Amendment #9 (Hy-Vee) responses submitted 10-19-11:

### **Planning and Public Works Departments Comments:**

1. In regard to Planning Dept. question 1: Thank you for the table. There is an error in the table, please have the left hand table reflect land use approvals through amendment #7, and the right hand table clearly indicate what is being changed in amendments 8 and 9. When accomplished, please provide an electronic excel version.

*The table requested is attached.*

2. In regard to Planning Dept. question 2: What is your timing to obtain the required approximate 15% open space credits from Outlot 3 and/or 4? Will this be accomplished by 11/15/2011?

*Hy-Vee is negotiating with Johnson Bank to obtain the credits required to allow 20% open space on site and had revised the site plan accordingly. The final determination of the credits required will not be made until the site plan is approved. The transaction to obtain the credits is contingent on approval of the site plan by the City.*

3. In regard to Planning Dept. question 5: Have you discussed the proposed improvement with the owner of the property to the north of the access road? If so, what was the reaction?

*Hy-Vee has spoken with Tim Neitzel, who owns the lots along Hwy PD, and Mr. Neitzel has no problem with our addition of the right turn lane within the existing easement. He expressed his excitement and support of this project and is happy to provide a letter stating support if necessary.*

4. *We have combined additional comments 4 & 5 –*

In regard to Planning Dept. question 6: The seven prior CDP amendments lived within the traffic allocation, and in many cases reduced the allocation. They did not require the removal of a plat restriction. The restriction allows for the exchange of trips, and while it appears you

count trips saved from other land owners, you do not appear, from your response to Public Works comment #2, to wish to acquire those saved trips from the land owners.

In regard to Planning Dept. question 7 and 8: Please run your model traffic and trip analysis as if you were not using any of the trips saved by other land owners or developments. Current saved trips could be used elsewhere, and since you are not proposing to “acquire” the rights to those trips (as I understand the response to Public Works question 2), then you have no right to have used those trips in your analysis. In regard to Public Works question 2 – Without getting consent to borrow the trips from other property owners, it further supports the need to model the traffic of Orchard Pointe with the full potential allocation of trips to the undeveloped lots (ie, assuming Hy-Vee cannot utilize the extra trips from the undeveloped lots) as well as the trip generation from Hy-Vee. For example, Lot 10 of Orchard Pointe is not developed. The current approved CDP allocated 227 trips to this lot with a savings of 131 trips. The traffic model should assume the full use of those 131 trips for Lot 10 – not for the Hy-Vee traffic.

*Per discussions and meetings with City Staff, we have rerun the Traffic Impact Analysis (TIA) to add the additional trips created by Hy-Vee to the existing and proposed trips in the original Traffic Analysis performed that generated the restrictions in the plat. A spreadsheet is attached outlining the trips used original study performed, the impact analysis performed by SRF, and the analysis requested by the City to account for all potential trips allocated to the various lots in the development.*

*The results of the rerun of the TIA indicate that all intersections and the roadways will continue to operate at a level of service (LOS) C or better and are summarized in the attached table. There are turning movements with delays on the north access drive, which were identified in the original study.*

*Since the analysis included trips that are not currently anticipated using current ITE trip generation and approved/proposed land uses, the analysis was performed eliminating these trips since this would more accurately portray the anticipated trips in the study area. These analyses include potential mitigating improvements of either a dedicated right or left turn lane on the east bound North Access Drive. The dedicated left turn lane had the most significant impact on that drive.*

*As stated before, a modification to the plat restrictions is anticipated and Hy-Vee is willing to work with the City in processing this change.*

5. In regard to Public Works question 3 – Traffic signals are not void of crashes. In fact, many signalized intersections have higher crash rates than non-signalized intersection; although typically less severe. It is not standard practice for the city to proceed with a signal by meeting simply one warrant. Engineering judgment is also used to determine if a signal should be installed. The Peak Hour warrant, or Warrant 3, is to be applied only in unusual cases, such as office complexes, manufacturing plants, industrial complexes, or high-occupancy vehicle facilities that attract or discharge large numbers of vehicles over a short

time. The proposed Hy-Vee does not fit this case, so it does not appear that the Peak Hour warrant should be used in this application.

*Hy-Vee feels that the intersection of two large format retail stores and a City street is a case that requires engineering judgment be used to apply the warrant. The analysis of the traffic for these sites and the surrounding development indicates that a signal would assist in traffic operation based on the peak hour traffic. The analysis combined with experience in the region indicates that a signal would eventually be required. It is anticipated that other warrants would be met that would justify the signal once the Hy-Vee store opens. Therefore Hy-Vee requests that the approval for a signal be granted at this time. Hy-Vee understands that the signal control may be vary throughout day and/or be synchronized with the CTH PD/Fitchrona Road signal to ensure the optimal operational scenarios based on traffic in Orchard Pointe and along CTH PD.*

Proposed Hy-Vee - Level of Service Comparison

28-Oct-11

Analysis	Fitchrona - PD	Hardrock - PD	N. Access - Fitchrona	M. Access - Fitchrona	Limestone - Fitchrona	Nesbitt - Limestone	Comments
Proposed Improvements with Plat Restrictions	C/D	B/E	C/F	C/C	A/B	A/A	North Access - Fitchrona EB & WB movements are LOS E/F with long delays. PD-North Access and Middle Access - Fitchrona are alternate routes
Proposed Improvement with Approved Land Uses	C/D	A/D	B/F	C/C	A/A	A/A	North Access - Fitchrona EB & WB movements are LOS E/F with long delays. PD-North Access and Middle Access - Fitchrona are alternate routes
Proposed Improvement with Approved Land Uses (EB-SB Right Lane)	C/D	A/D	B/F	C/C	A/B	A/A	North Access - Fitchrona EB & WB movements are LOS E/F with long delays. PD-North Access and Middle Access - Fitchrona are alternate routes. EB right movements improve but not EB - through or left.
Proposed Improvement with Approved Land Uses (EB-NB Left Lane)	C/C	A/C	B/F	C/C	A/A	A/A	North Access - Fitchrona EB & WB movements are LOS E/F with long delays. PD-North Access and Middle Access - Fitchrona are alternate routes. EB right and through improve movements but not EB - left.

Notes:

1. Level of Service determined using Highway Capacity Manual for Signalized and Unsignalized Intersections
2. The difference between Plat Restrictions and Approved Land Uses is 270 trips to account for changes in ITE trip generation tables and changes in land use from original TIA.

Orchard Pointe Development Parameters

Comparison of Approved Comprehensive Development Plan and Proposed Amendment NINE

Current Approved CDP (Including Amendments 1 thru 7)

Original CDP Reference Parcels	Final Plat CSM Lot	Amendment History (Initial CDP unless noted)	Building Site	Area (acres)	Zoning	ITE Code (Note 1)	Approved and Built Approved Site Plan Subject to CUP & for Site Plan Approval	FAR Range	Req'd Open-space on-site	Projected Gross Floor Area (GFA)	Parking Rate/1000 GFA	Parking Spaces	Projected Traffic (1)				Strand Projection (Note 2)	Net Difference versus Strand Projection				
													Projection Unit	Avg Daily Traffic Rate per 1000 GFA, Lanes or Units	Average Weekday Traffic (ADT)	PM Peak Rate/1000 GFA, Lanes or Units			PM Peak Trips (raw trips)			
Development Area													20.32	Commercial	0.3 - 0.3	20%	203,650	975	11,744	990	1042	(52)
CSM 11969-1	Amend 5	1.50 B-G	912 Bank w/ 4 drive-thru lanes	5,600	4	4.5	25 Lanes	411.17	1,645	51.08	204											
OP-1		1.51 B-G	932 High-Turn Restaurant	5,600	15.0	84	1000 GFA	127.15	712	10.92	61											
OP-2		1.11 B-G-CUP	814 Specialty Retail Center (small shops & restaurant uses)	18,000	4.5	81	1000 GFA	44.32	788	2.71	49											
CSM 11969-3		15.20 B-H-CUP	813 Large Scale Discount Store w/ Grocery	174,550	4.5	786	1000 GFA	49.21	8,590	3.87	678											
Neitzel													10.53	Commercial	0.2 - 0.3	35%	118,000	479	5,855	446	594	(148)
OP-3	Amend 4.6	1.66 B-G	914 Specialty Retail Center (small shops)	17,000	3.3	56	1000 GFA	44.32	753	2.71	46											
OP-4	Amend 4.6	0.75 B-G	914 Fast Food with Drive-thru	3,000	15.0	45	1000 GFA	496.12	1,488	34.64	104											
Peterson																						
OP-5	TBD	8.12 B-H	870 Med Format Retail Store (Note 3)	20,000	4.0	80	1000 GFA	45.04	901	3.83	77											
TBD		B-H	870 Med Format Retail Store (Note 3)	20,000	4.0	80	1000 GFA	45.04	901	3.83	77											
TBD		B-H	870 Med Format Retail Store (Note 3)	25,000	4.0	100	1000 GFA	45.04	1,126	3.83	96											
TBD		B-H	814 Specialty Retail (small shops)	13,500	4.5	64	1000 GFA	45.04	608	2.71	37											
TBD		B-H	710 Second Floor General Office (Note 4)	7,000	3.3	23	1000 GFA	11.01	77	1.49	10											
Wingra													11.95	Commercial	0.3 - 0.3	20%	65,000	358	2,739	218	228	(10)
OP-12	TBD	11.95 B-H	862 Home Improvement Store	60,000	4.5	260	1000 GFA	29.80	2,384	2.45	196											
		B-H	814 Specialty Retail Center (small shops)	8,000	3.3	26	1000 GFA	44.32	355	2.71	22											
Wingra													3.78	Mixed Use Commercial-Office-Residential	0.25 - 0.30	20%	27,400	151	1,693	96	227	(131)
OP-10	TBD	3.78 B-G	814 Specialty Retail Center (small shops)	6,200	3.3	20	1000 GFA	44.32	275	2.71	17											
		B-G	710 General Office	16,000	3.3	53	1000 GFA	11.01	176	1.49	24											
		B-G	931 Quality Restaurant	5,200	15.0	78	1000 GFA	89.95	488	7.49	39											
		B-G	220 2d Upper Story Dwelling Units	26	==		Units	6.72	175	0.62	16											
Wingra													2.13	Commercial	0.1 - 0.1	20%	3,800	13	2,804	199	385	(186)
OP-13	1	2.13 B-H	651 Convenience Market (No Fuel)	3,800	3.3	13	1000 GFA	737.99	2,804	52.41	199											
Wingra													3.74	Mixed Use Commercial-Warehousing	0.3 - 0.5	20%	30,000	60	445	38	75	(37)
OP-11	TBD	3.74 B-H	814 Specialty Retail Center (small shops)	6,000	3.3	20	1000 GFA	44.32	266	2.71	16											
		B-H	710 General Office	10,000	3.3	33	1000 GFA	11.01	110	1.49	15											
		B-H	150 Warehousing	14,000	0.5	7	1000 GFA	4.96	89	0.47	7											
Neitzel													13.52	Commercial	0.3 - 0.3	35%	131,275	664	7,787	718	742	(24)
OP-7	1	2.80 B-G	934 Coffee Shop w/ drive-thru	1,750	10.0	18	1000 GFA	496.12	568	34.64	61											
	1	B-G	932 High-Turn Restaurant	6,500	15.0	98	1000 GFA	127.15	826	10.92	71											
	1	B-G	814 Specialty Retail Center (small shops)	7,435	3.3	25	1000 GFA	44.32	329	2.71	20											
	2	B-G	932 High-Turn Restaurant/Specialty Retail	4,500	15.0	68	1000 GFA	127.15	572	10.92	49											
	2	B-G	814 Specialty Retail Center (small shops)	7,200	3.3	24	1000 GFA	44.32	319	2.71	20											
OP-8	Amend 3, 4, 6	2	8.32 B-H-CUP	31,000	4.0	124	1000 GFA	45.04	1,396	3.83	119											
	Amend 4		B-H	814	0	0	0	0	0	0	0											
	Amend 3	2	B-H	492 Health/Fitness Club - 2 story	45,000	4.0	180	1000 GFA	32.93	1,482	4.06	183										
OP-6	Amend 6	2.40 B-H-CUP	854 Discount Grocery	17,000	5.5	94	1000 GFA	96.82	1,646	8.90	151											
	Amend 7	B-H-CUP	814 Tire Store with 10 service bays	10,900	10	36	1000 GFA	24.87	348	4.15	45											
Sara Investment													5.20	Mixed Use Commercial-Warehousing	0.3 - 0.3	35%	51,000	84	431	53	45	8
Nesbit Hts 8,9		5.20 B-H	814 Specialty Retail Center (small shops)	6,000	3.3	20	1000 GFA	44.32	266	2.71	16											
		B-H	710 General Office	15,000	3.3	50	1000 GFA	11.01	165	1.49	22											
		B-H	150 Warehousing	30,000	0.5	15	1000 GFA	4.96	89	0.47	14											
Nesbit Place													5.30	Commercial	0.20 - 0.25	35%	40,000	191	2,020	143	41	102
CSM 10317-1		5.30 B-H	814 Specialty Retail Center (small shops)	30,000	3.3	99	1000 GFA	44.32	1,330	2.71	81											
		B-H	710 General Office	6,000	3.3	17	1000 GFA	11.01	85	1.49	7											
		B-H	932 High-Turn Restaurant Expansion Area	5,000	15.0	75	1000 GFA	127.15	636	10.92	55											
Peterson													4.11	Mixed Use Commercial-Office-Residential	0.20 - 0.25	35%	24,000	79	1,158	74	N/A	74
OP-14	TBD	4.11 B-G	814 Specialty Retail (small shops)	24,000	3.3	79	1000 GFA	44.32	1,064	2.71	65											
		B-G	710 General Office	10,000	3.3	33	1000 GFA	11.01	110	1.49	15											
		B-G	220 14 Dwelling Units (2.5 acres)	14	==		Unit	6.72	84	0.62	9											
Wingra													2.59	Commercial	0.20 - 0.25	35%	9,000	30	399	24	N/A	24
OP-9		2.59 B-G	814 Specialty Retail (small shops)	9,000	3.3	30	1000 GFA	44.32	399	2.71	24											

Open Space Parcels		Environmental Corridor	
Wingra	7.73	OP OL 3	3.20 P-R
Wingra	4.28	OP OL 4	4.28 P-R
Wingra	0.25	OP OL 7	0.25 P-R
2.82		Environmental Corridor	
OP OL 1	1.52 P-R	Public Parkland	
OP OL 2	1.17 P-R	Public Parkland	
OP OL 6	0.13 P-R	Public Parkland	
3.62		Environmental Corridor	
OP OL 5	3.62 P-R	Stormwater Management	
Public Street Rights of Way		Total	
	12.19		12.19
	0.28		0.28
	8.64		8.64
	0.48		0.48
	1.13		1.13
	1.66		1.66

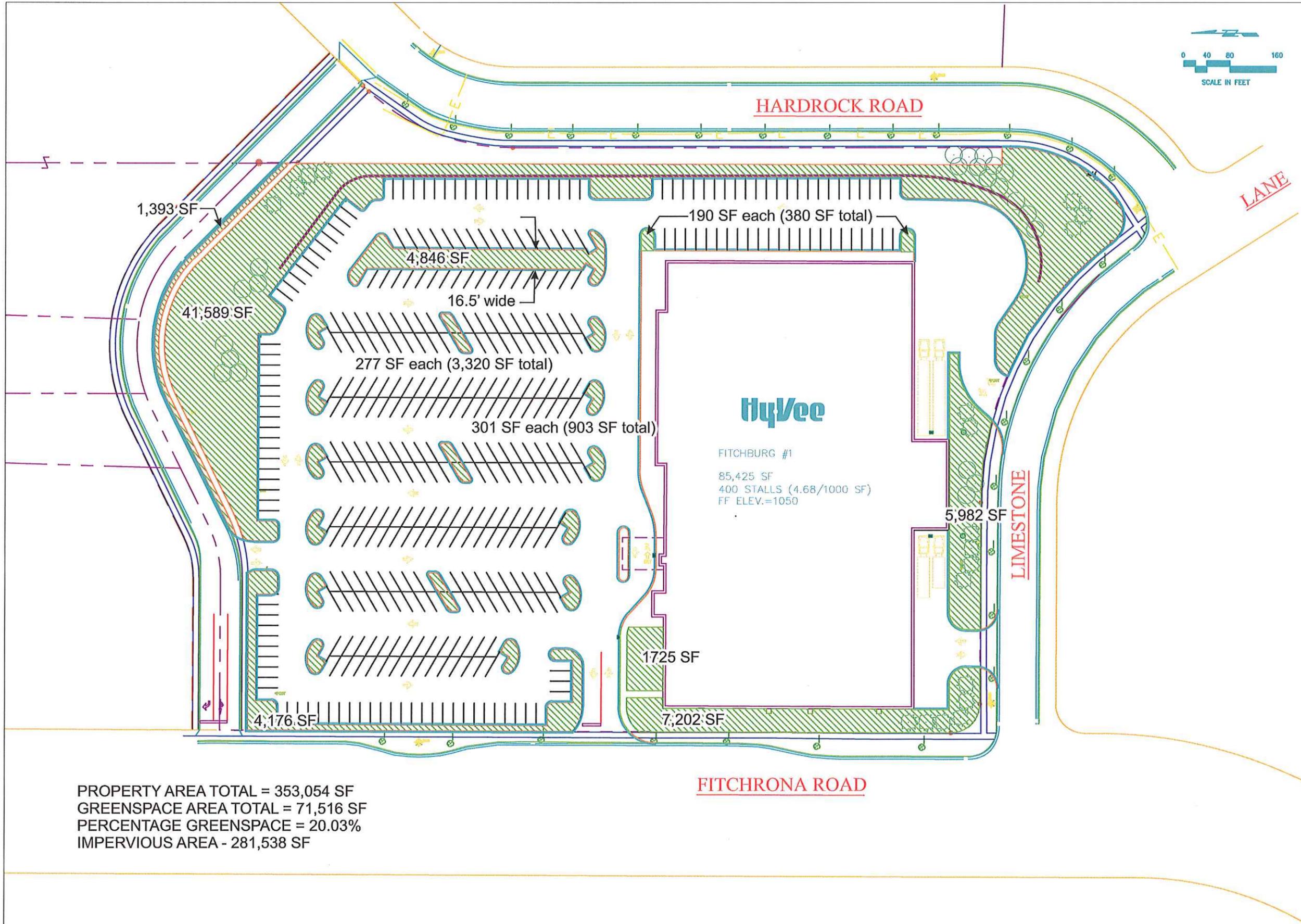
Summary CDP	Acres	Total Projected Gross Floor Area	Total Projected Average Daily Traffic (Raw Trips)	Total Projected PM Peak Trips (Raw Trips)	2008 Strand Projection	Net Difference
Commercial Area	97.54	726,125 SF	36,476	2,999	3,379	(380)
Street Rights of Way	12.19					
<b>Total</b>	<b>109.73</b>					

- Notes:
- (1) Trip Generation 7th Edition, Institute of Traffic Engineers
  - (2) From Strand Associates TIA and March 6, 2008 correspondence
  - (3) In Amendment One, "Apparel Store" classification has been used to project traffic for Medium Format Retail Store when use is unknown.
  - (4) Resolution R-34-07 Specified 7,000 SF of Second Floor Office Space
- \* Site Plan approval added additional spaces for anticipated restaurant uses in Sp. Retail Center Buildings

Use Mix	#	GFA	%
Large Format Retail	2	254,550	35.1%
Med. Format Retail	3	65,000	9.0%
Specialty Retail & Dining		218,775	30.1%
Stand-alone Restaurant	2	10,600	1.5%
Discount Super Market		17,000	2.3%
Health Club		45,000	6.2%
General Office	8	65,500	9.0%
Banks/Credit Union	1	5,500	0.8%
Warehousing		44,000	6.1%
Dwelling Units	40		
<b>Gross Floor Area</b>		<b>726,125</b>	

Proposed Amendments 8 & 9

Original CDP Reference Parcels	Final Plat CSM Lot	Amendment History (Initial CDP unless noted)	Building Site	Area (acres)	Zoning	ITE Code (Note 1)	Use	FAR Range	Req'd Open-space on-site	Projected Gross Floor Area (GFA)	Parking Rate/1000 GFA	Parking Spaces	Projected Traffic (1)				Strand Projection (Note 2)	Net Difference versus Strand Projection				
													Projection Unit	Avg Daily Traffic Rate per 1000 GFA, Lanes or Units	Average Weekday Traffic (ADT)	PM Peak Rate/1000 GFA, Lanes or Units			PM Peak Trips (raw trips)			
Proposed amendment 8													20.32	Commercial	0.3 - 0.3	20%	206,250	919	12,487	1056	1042	53
Proposed amendment 9													10.53	Commercial	0.2 - 0.3	35%	117,925	542	10,976	1,047	594	453
Wingra													11.95	Commercial	0.3 - 0.3	20%	68,000	358	2,739	218	228	(10)
OP-12	TBD	11.95 B-H	862 Home Improvement Store	60,000	4.5	260	1000 GFA	29.80	2,384	2.45	196											
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		B-H	710 General Office	10,000	3.3	33	1000 GFA	11.01	110	1.49	15											
		B-H	150 Warehousing	14,000	0.5	7																



SITE ADDRESS:  
 ORCHARD POINTE DEVELOPMENT  
 2920 FITCHRONA ROAD  
 MADISON, WI 53711  
 TAX PARCEL ID#:  
 225/0609-072-0015-2

FITCHBURG #1  
 85,425 SF  
 400 STALLS  
 FF ELEV.=1050



PROPERTY AREA TOTAL = 353,054 SF  
 GREENSPACE AREA TOTAL = 71,516 SF  
 PERCENTAGE GREENSPACE = 20.03%  
 IMPERVIOUS AREA - 281,538 SF

November 3, 2011

Mr. Thomas Hovel  
Planning and Zoning Director  
CITY OF FITCHBURG  
5220 Lacy Road  
Fitchburg, WI 53711

SUBJECT: ORCHARD POINTE COMPREHENSIVE DEVELOPMENT PLAN  
AMENDMENT #9

Dear Mr. Hovel:

As requested, SRF Consulting Group has completed a traffic analysis for Orchard Pointe to project traffic volumes to the year 2020, similar to the original Strand Traffic Impact Analysis (TIA) that was used as a basis for the existing plat restrictions for Orchard Pointe. We performed our analysis using 1.0% local and 1.5% region growth factors as requested.

Attached to this letter, you will find a Level of Service (LOS) calculation summary which is also being provided in detail to Ahna Bizjak for her review. The results of our analysis indicate LOS and queue lengths similar to those predicted by the Strand TIA using the same trip generations. The north access drive continues to have a LOS with E & F movements. However, since as a private drive, this access point was not modeled in the Strand TIA. SRF modeled the fully developed site without Hy-Vee and without a traffic signal at the middle access drive and found that the intersection of Fitchrona Road and the north access drive can be expected to operate at an LOS of F/F in 2020. Hy-Vee will certainly add to the trips generated in Orchard Pointe, but with the mitigation proposed (a new traffic signal), that impact on system performance improves at the north access drive/Fitchrona Road intersection and Hardrock Road/Intersection.

SRF's analysis indicates a left turn lane on the EB North Access Drive at Fitchrona would improve the operation of this intersection. Since SRF's model show the intersection operates at an LOS of F/F with the current CDP and the proposed Hy-Vee improvements would improve it to LOS C/F without the lane, that Hy-Vee should not be responsible for this improvement.

At Mayor's suggestion, we have also reviewed the weekday sales data for the East Washington Hy-Vee Store for the previous year. Based upon the total number of annual transactions in that location during weekday pm peak hours of operation, the trip generation rate for Hy-Vee averages 7.75 trips/1,000 square feet of floor area. This represents approximately seven tenths (77%) of the ITE trips generation rate. Based upon this actual lower trip generation rate and the improvement expected by adding a signal at the Hy-Vee access point, the City can expect a

better actual condition than previously envisioned regarding traffic impacts in Orchard Pointe with the proposed Hy-Vee site.

As part of our discussions regarding the City's concerns for the westbound left-turn movement on CTH PD during our meeting on November 1<sup>st</sup>, it was determined that 112 trips (using the ITE trip generation rate rather than the actual data from the East Washington store) will be added by Hy-Vee to the CTH PD/ USH 18-151 intersection for all movements. A trip includes both an 'in' and 'out' movements, so 56 EB vehicles can be expected, equating to less than one trip per minute on average to be distributed between the three possible turning movements for the approach. The upcoming design of the CTH PD/Fish Hatchery Road interchange should also positively impact the accessibility for this area, and improve conditions for all of Orchard Pointe including the proposed Hy-Vee store.

As always, please feel free to contact me with any additional questions or comments regarding our analysis.

Sincerely,

SRF CONSULTING GROUP, INC.



William H. Dunlop, PE (WI IL MN VA)  
Senior Associate

WHD/bls

Attachments: Comments  
LOS Table  
Trip Allocation Table  
Current Site Plan

cc: Peter Hosch, Hy-Vee



**Proposed Hy-Vee - Level of Service Comparison**

28-Oct-11

Analysis	Fitchrona - PD	Hardrock - PD	N. Access - Fitchrona	M. Access - Fitchrona	Limestone - Fitchrona	Nesbitt - Limestone	Comments
Orchard Pointe TIA performed by Strand (2006)	D/F	B/F	---	---	---	---	Queue concerns on EB & WB PD @ Fitchrona. Fitchrona NBL @ PD and PD WBL @ Hardrock at LOS F
Proposed Improvements with Plat Restrictions w/ Hy-Vee (2020)	C/D	B/D	C/F	C/D	A/C	A/A	Includes Background Growth of 1.0% local and 1.5% regional. Queue length issues are similar to Strand study, Fitchrona Road NB - L and CTH PD WB - L at Fitchrona are long in peak hour. North Access Drive movements continue to see LOS F.
Proposed Improvements with Plat Restrictions w/o Hy-Vee (2020)	C/D	C/F	F/F	A/B	A/B	A/A	No signal @ M.Access-Fitchrona assumed; therefore, no traffic diversion from N.Access. Extremely long queues and delays at N.Access-Fitchrona.
Proposed Improvements with Plat Restrictions (2011)	C/D	B/E	C/F	C/C	A/B	A/A	North Access - Fitchrona EB & WB movements are LOS E/F with long delays. PD-North Access and Middle Access - Fitchrona are alternate routes
<p>Notes:</p> <ol style="list-style-type: none"> <li>1. Level of Service determined using Highway Capacity Manual for Signalized and Unsignalized Intersections</li> <li>2. The difference between Plat Restrictions and Approved Land Uses is 270 trips to account for changes in ITE trip generation tables and changes in land use from original TIA.</li> </ol>							